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SEPTEMBER 1986

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS, INTERIOR DESIGN, & ARCHITECTURE

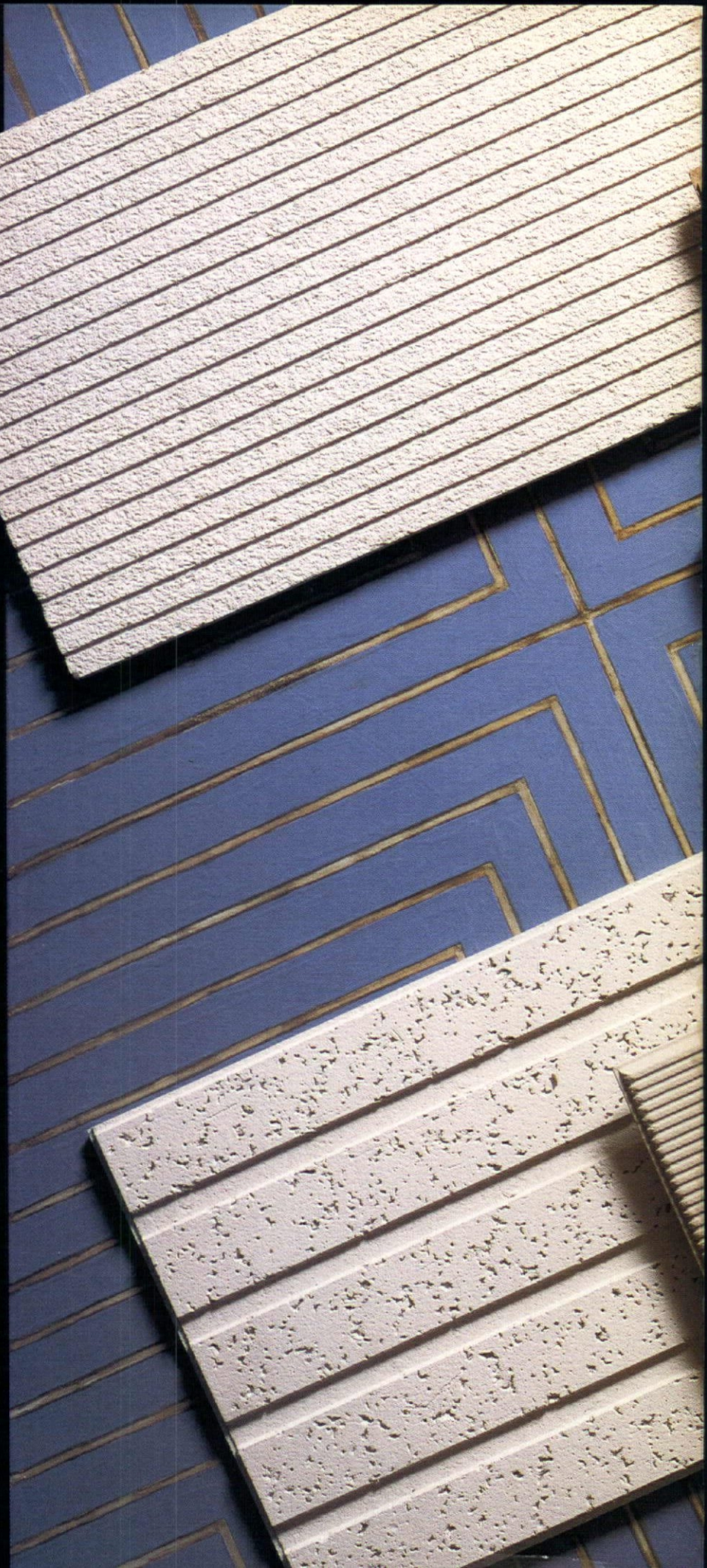
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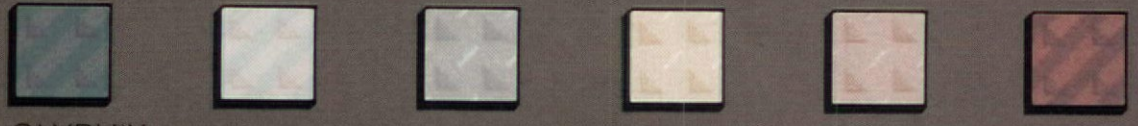
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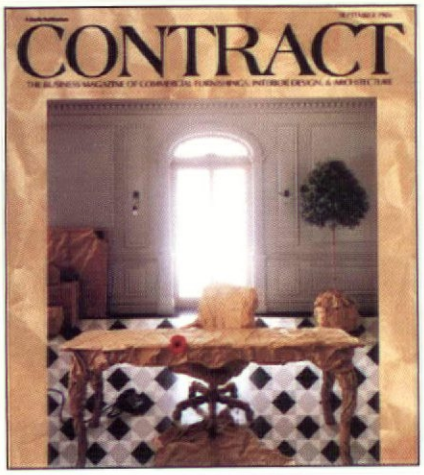




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CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS, INTERIOR DESIGN, & ARCHITECTURE

Vol. 28 No. 9
September 1986

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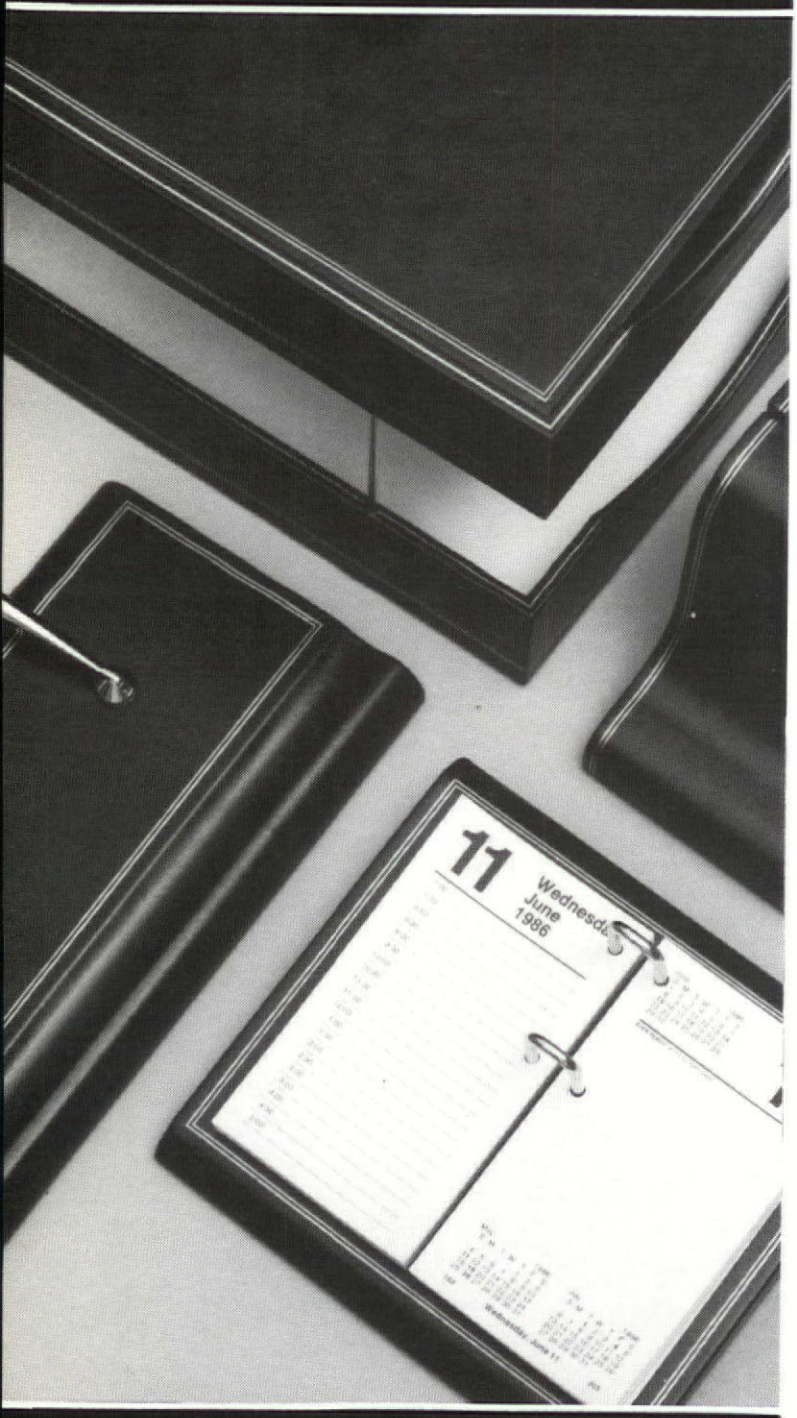
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Volume 28, No. 9

October: Executive Buyer Edition/Lodging Industry offers bonus circulation to 5,000 lodging/hotel managers and operators. Coverage includes hotel installations along with lodging furnishings product review. Look for directory of A & D firms specializing in this market, plus profile of a leading hospitality design firm. In addition, issue features "Who's Who in Contract Design/Northeast with breakdown of region's design firms by total square footage designed annually. Also included is show preview of the International Hotel/Motel & Restaurant Show, November 2-5, Jacob Javits Convention Center, New York City.

November: Executive Buyer Edition/Corporate Offices has bonus circulation to 5,000 office managers and facility planners. A portfolio of well-designed corporate offices is featured, along with a review of corporate furniture/furnishings. Winners of the IBD/CONTRACT magazine product design competition are showcased in a special section, with the "Best of Competition" winner featured on the cover. Bonus circulation also goes to all IBD members, plus 2,000 Canadian contract designers and architects. Also included is a Specifiers Drapery, Upholstery & Wall Fabric market report and a review of Desk Accessory introductions.

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NEW YORK FACES MARKET DILEMMA

As New York's 19th Designer's Saturday approaches, the city gears up for its annual fall tribute to the commercial design industry by readying 57 showrooms and one new design center—the International Design Center New York (IDCNY), in Long Island City.

The convergence of IDCNY's grand opening and New York's main contract industry event poses some interesting questions about the nature of the New York market. Consider that while 26 of IDCNY's charter tenants are Designer's Saturday members, not all of them will have their showrooms ready in time for the October 9-11 event; for those that don't, their existing showroom locations in Manhattan plan to handle the crowds.

Meanwhile, of the new center's 50 showrooms which will be fully operational by Designer's Saturday, many are not official show members, yet plan to be open during the event to draw on traffic coming into the center.

As these facts and recent comments of industry leaders seem to indicate, New York is confronting a mart/market dilemma head-on. Some mart spokesmen openly discuss starting a new market to serve a broadened base of design interests in the city. They point out that while New York used to be an anomaly in not having a centralized mart, now that it has at least three major mart locations, it is doubtful it can manage with one market.

If local mart sources propose launching a new market to serve our industry, CONTRACT would applaud their efforts. However, we do believe that the concept of a fall market in the East in the form of Designer's Saturday will continue strong, evolving as it has, and must, to include new members and operating policies.

Roberta Walton

Executive Editor

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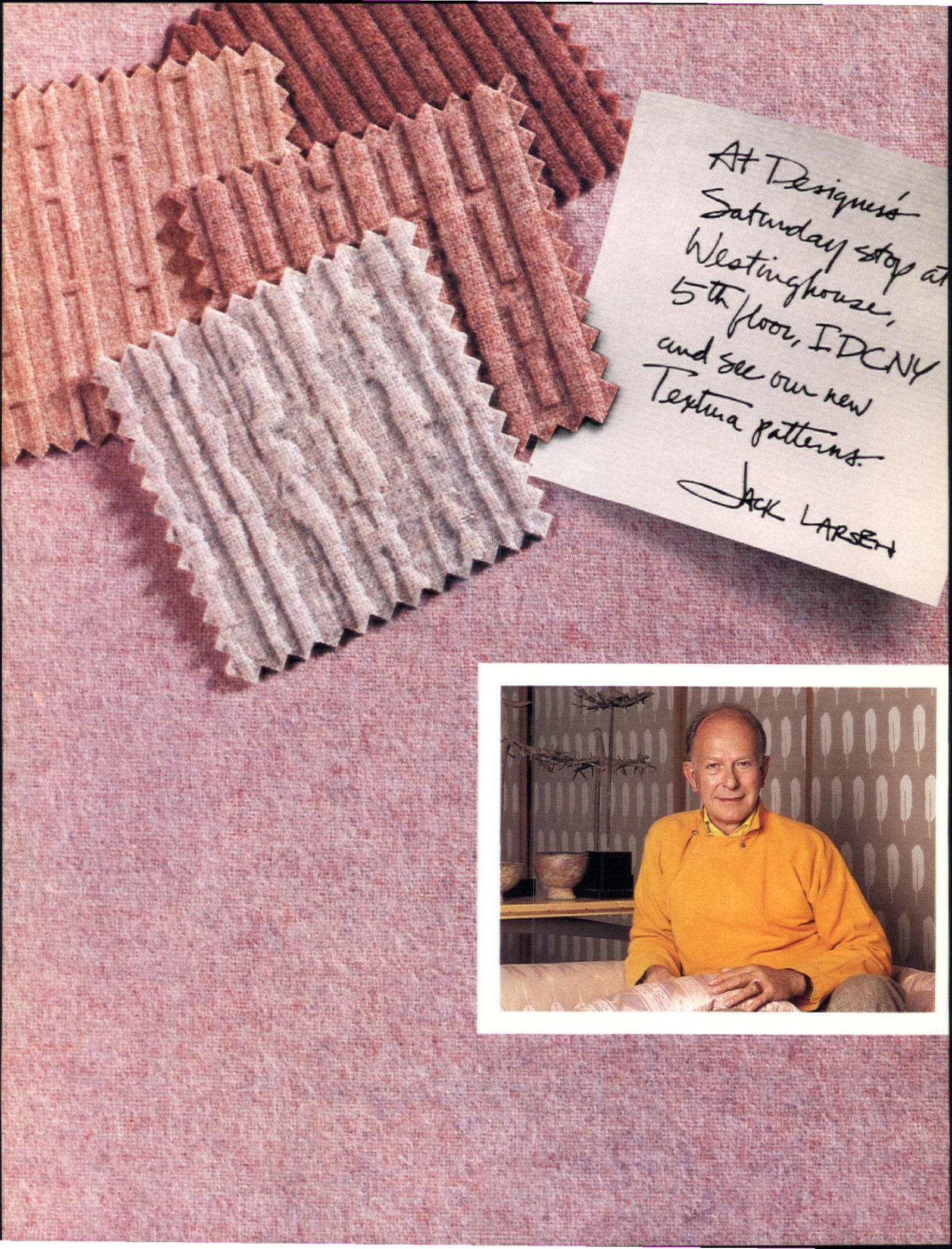


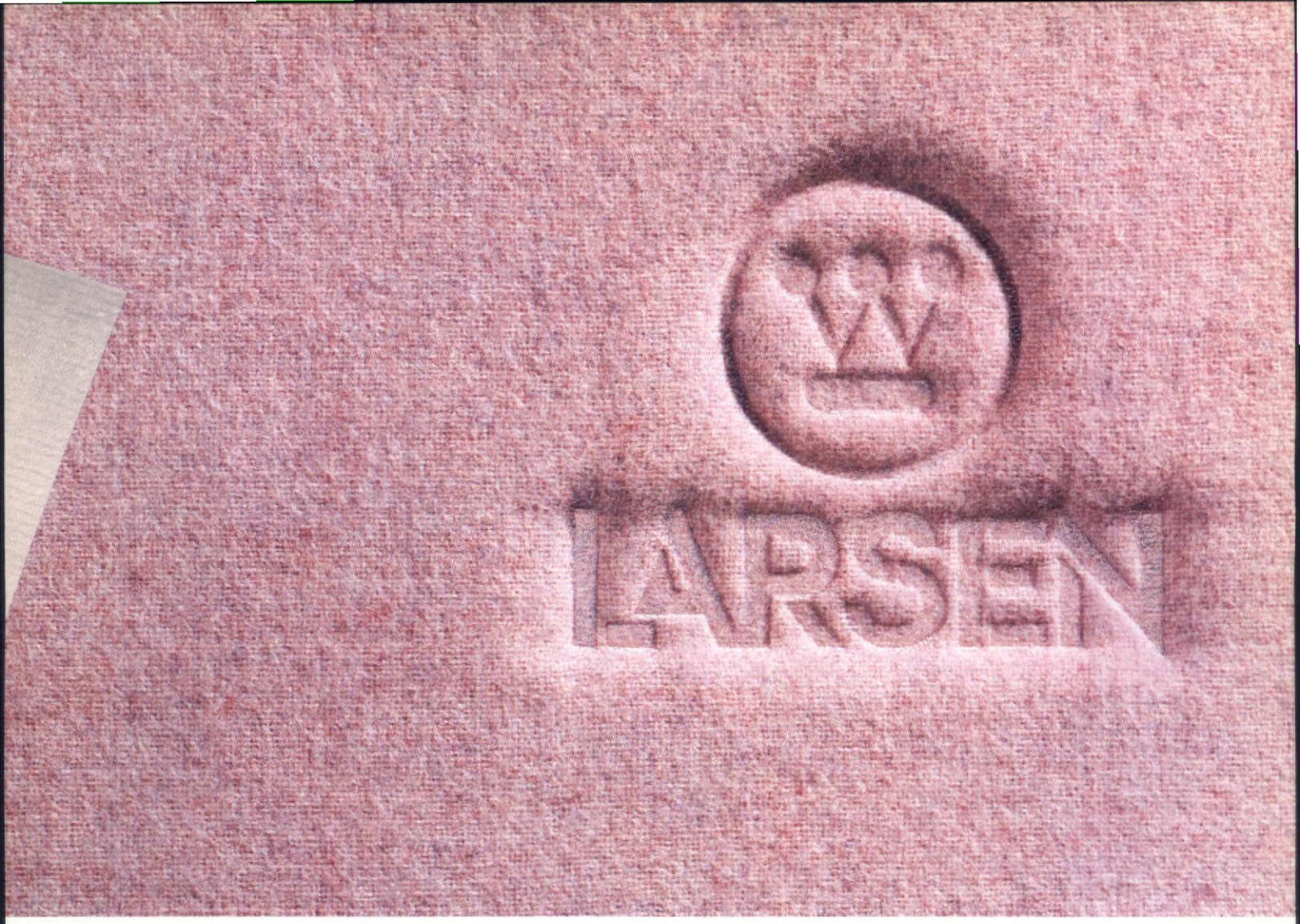
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In complete agreement

Dear Editor: It was with great interest and complete agreement that we read your June article by Michael Brill and Glenn Ferguson of BOSTI regarding systems furniture panel heights.

For many years those of us in the office partition industry have been fighting a losing battle. Designers and specifiers have been calling for 60-, 62-, and 65-in. panel heights instead of the correct 68-in. height which would have furnished standing privacy. When we would attempt to apprise them of the obvious, we were told that the "big five" manufacturers had those lower heights and *they* couldn't be wrong!

It is not usually necessary to sacrifice esthetics for function, as there are products on the market to satisfy both needs. All that has to be done is for all of us: manufacturers, designers, and specifiers to resist the 'lemming' instinct and look about us to search out those products that are correct for each situation.

E.H. MARK
Packard Industries
Niles, Mich.

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Simple solution to panel heights

Dear Editor: I was glad to see Brill & Ferguson's problem-solving approach to panel heights.

The goal of panels, as Brill & Ferguson state, is to provide visual privacy. Their simple solutions regarding panel heights could have a profound impact on levels of visual privacy for office workers.

CHARLIE COOK
Charlie Cook Associates
Old Greenwich, Conn.

High reader response on Color Line

Dear Editor: How do I purchase the books written by Carlton Wagner featured in Sara O. Marberry's "Color Line" in the July issue?

Thank you for all your help.

KAREN RUSSELL
Russell Interiors
Lake Station, Ind.

Editor's reply: Carlton's Wagner's books (requested by many readers) can be purchased through Fountainhead Assoc., 2550 Hawthorne Blvd., Suite 201, Torrance, CA 90505; 213/378-9317.

Provides timely information

Dear Editor: I find it is often difficult to receive timely and extensive information from publications. However, both CONTRACT magazine and its reply cards have performed excellently in these areas.

In fact, in my position as a consultant to interior design firms, I often suggest and specify products seen in your magazine.

JOSEPH A. BAYER
The Classical West
Inglewood, Calif.

Thanks for product coverage

Dear Editor: Thank you for the editorial coverage on Monel Contract Furniture Inc.'s "Parma" chair in the July 1986 issue of CONTRACT.

GEORGE BORSY
Monel Contract Furniture Inc.
Oakland Gardens, N.Y.

Source for designers

Dear Editor: I am writing to wish you continued success with the wonderful job you are doing with the magazine.

CONTRACT is a wonderful source to those of us in the design field.

JUNE-MARIE FERNANDES
Lynn Wilson Associates Inc./Creative Environs
Coral Gables, Fla.

Errata

Sound-Ab-Sorb, which is located in Ridgefield, N.J., was incorrectly listed as being in Ridgewood, N.J. in the Open Plan Directory (acoustical category), July issue.

Kroy was inadvertently omitted from the July Signage Product Review.

On page 137 of the open plan directory in July, the photo captioned "Lineage," is a product of Jack Lenor Larsen.



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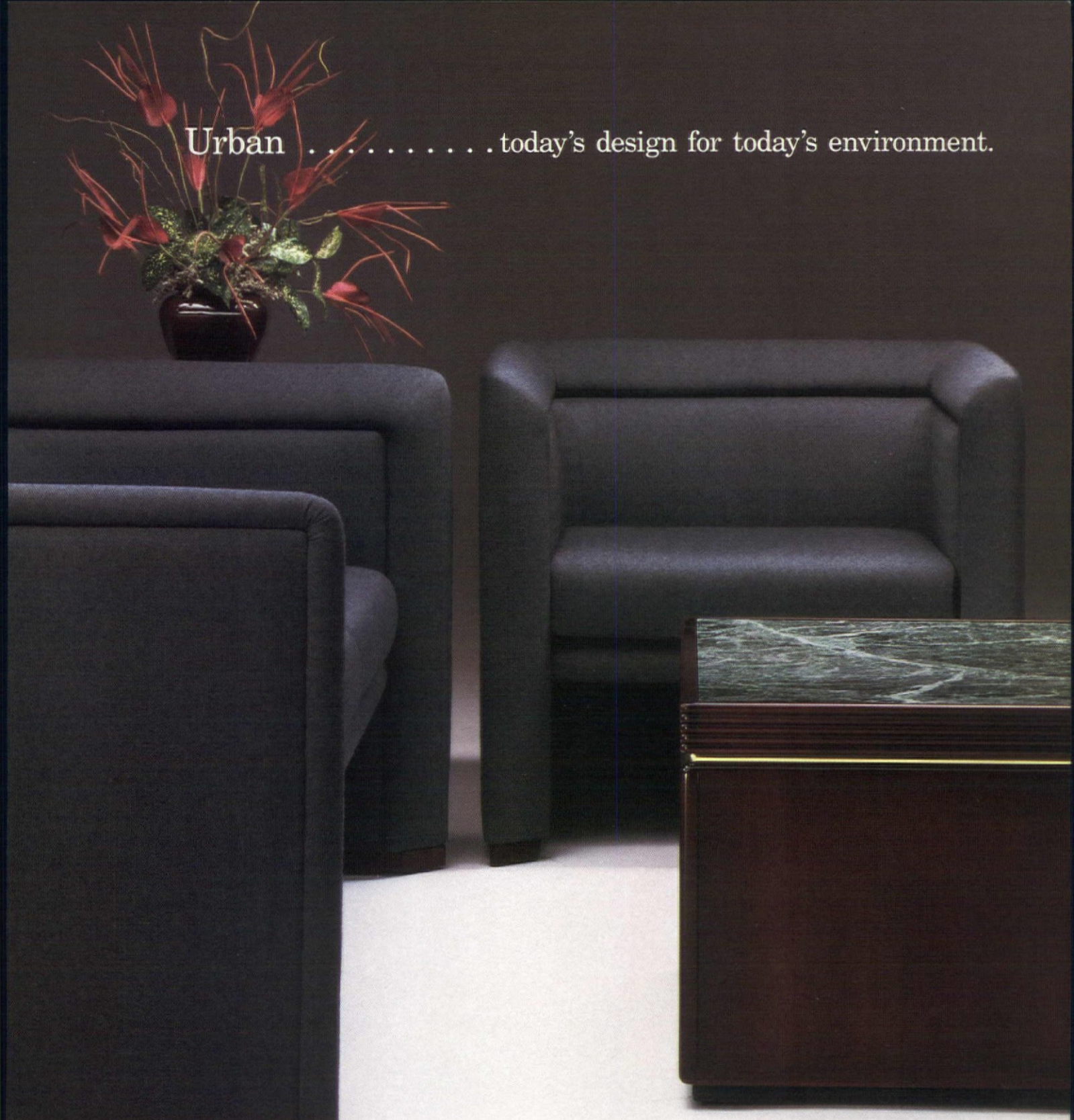
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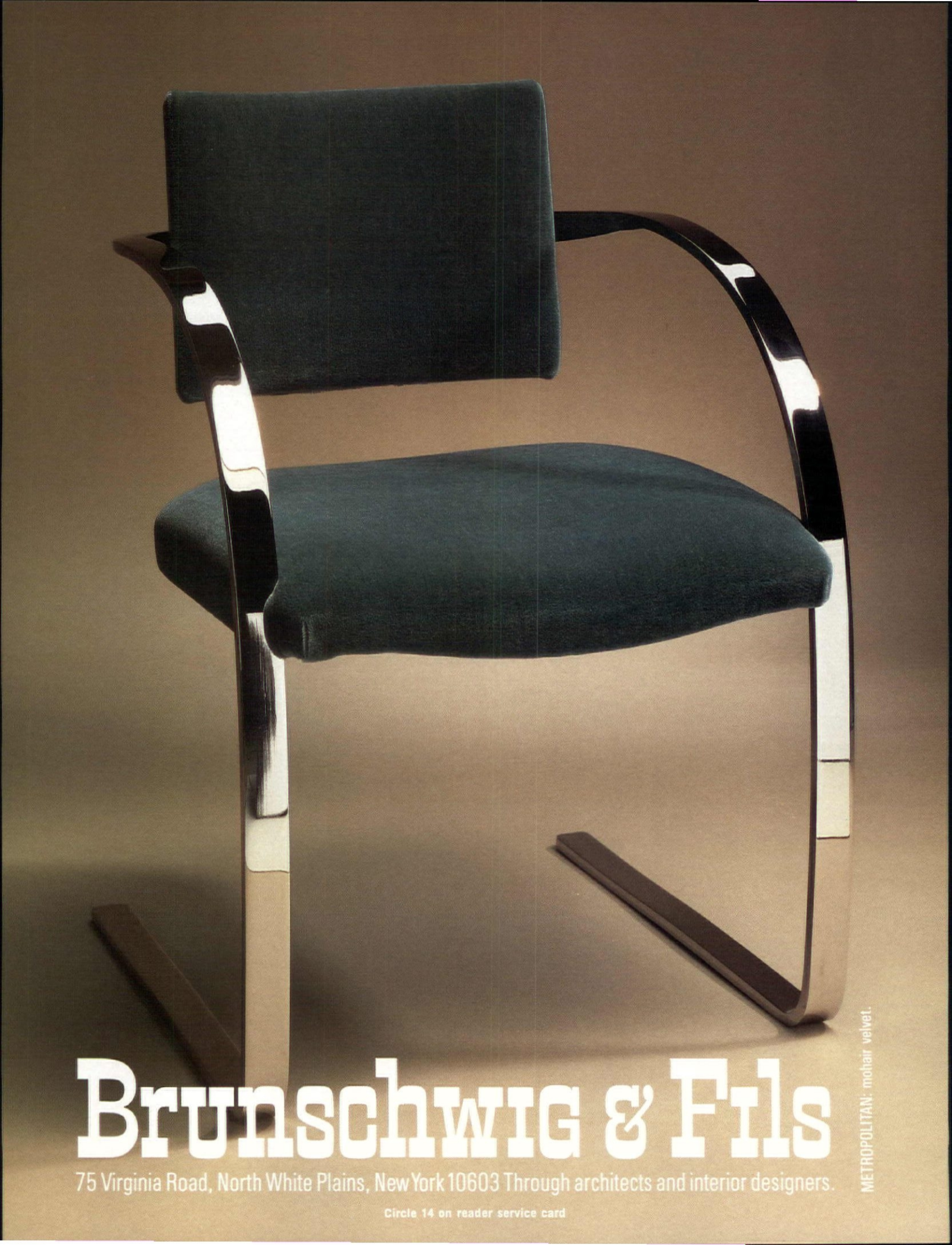
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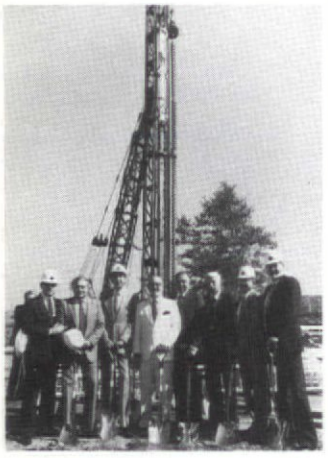
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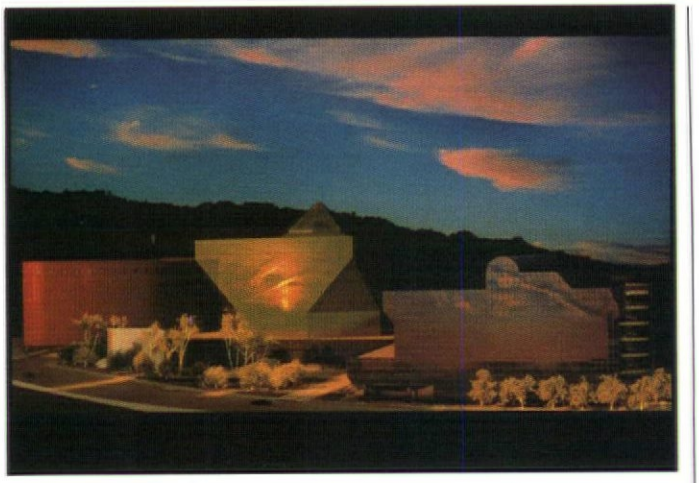
Pacific Design Center breaks ground on expansion; total space will measure over 1.6 million sq. ft.

West Hollywood, Calif.—The Pacific Design Center (PDC) recently celebrated groundbreaking of a $150 million expansion which will add 825,000 sq. ft. to the mart, bringing the total space to more than 1.6 million sq. ft.

Scheduled for completion in July 1988, Phase II construction includes a 475,000-sq.-ft. mart expansion; a seven-level, 550,000-sq.-ft. terraced parking structure; expanded dock facilities; a 450-seat theater; and a two-acre public plaza which will feature public art. The plaza will contain a 350-seat outdoor amphitheatre and a 6,000-sq.-ft. museum gallery.



Preparing to break ground on PDC's expansion are (l. to r.) managing partner Art Birtcher, Birtcher Pacific; chief financial officer Eugene Scott; Cesar Pelli, FAIA, design architect; executive director Murray Feldman; partners Victor Elmaleh and Frank Stanton, The World Wide Group; partner-in-charge of expansion Allen Rubenstein, Gruen Associates; and project manager for construction David Holdaway.



Model of Pacific Design Center expansion. Phase II construction is scheduled for completion in July 1988. The project will add 825,000 sq. ft. to the mart, bringing total space to more than 1.6 million sq. ft.

The PDC has been fully occupied for more than two years and manufacturers' demand for showroom space has created a backlog of more than 400,000 sq. ft.

Over 500 people from the design, architectural, manufacturing, and public communities attended the groundbreaking ceremony.

In describing the expansion, design architect Cesar Pelli said, "The first building was conceived as a large fragment—an overscaled architectural element sitting on the ground in a very bright unusual color, to make it unique. The current program continues this theme and all buildings are conceived as fragments."

A new leasing team has been formed. Melanie Tatum, senior marketing representative and Ellen Kudriavetz, marketing representative, handles contract leasing. For leasing information, call 213/657-0800.

IFMA's seventh annual conference is scheduled for October 26-29 at ExpoCenter, Chicago

Houston—IFMA '86, the seventh annual conference and exposition for facility management sponsored by the International Facility Management Association (IFMA), will take place at ExpoCenter and The Merchandise Mart in Chicago, October 26-29.

The conference's theme will be "Alliances for Change." Seminars and workshops will address ways in which facility managers work with other industry professionals.

Keynote speaker will be Fred Pryor, president, Pryor Resources Inc., a management training firm that conducts 2,000 seminars across the country each year.

Pryor will discuss how facility managers can motivate their own employees through "holistic" management. He suggests that if managers help employees to grow professionally and to set their own performance level goals, employee dedication will result, bringing personal and corporate profits.

Pryor publishes *The Pryor Report* for managers, and writes "The Workline," a management advice column that appears in newspapers and business publications nationwide. In 1982 he was awarded the National Speakers Association's highest award for excellence in professional speaking.

For more information on the conference, call Kathy Thomas at IFMA headquarters, 713/623-IFMA. For details on exhibiting products and services at IFMA '86, call Marian Eggert at The Merchandise Mart, 312/527-7717. Founded in 1980, IFMA promotes the professional practice of facility management.

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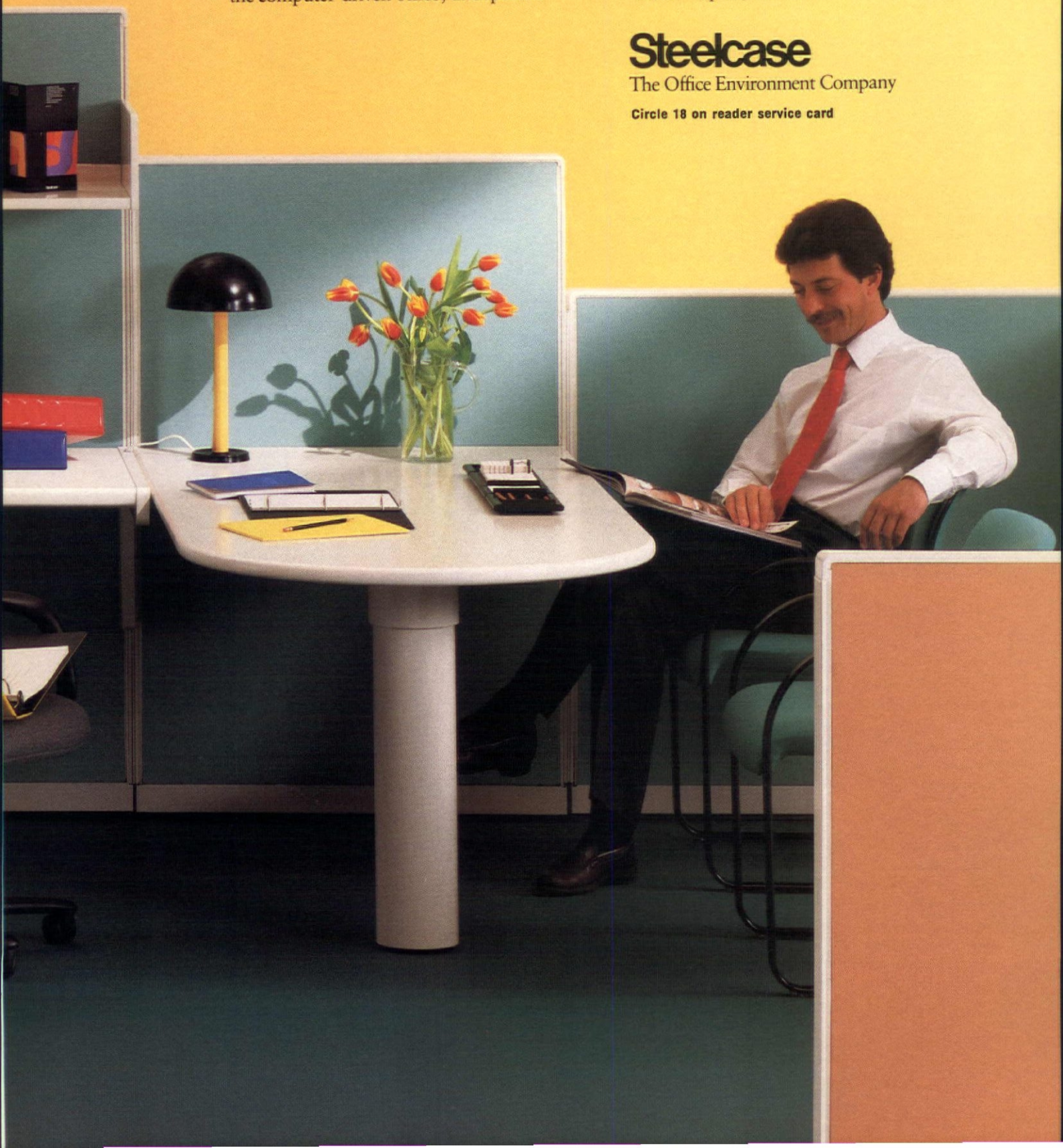
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Residential products with contract applications honored during NEOCON 18

Chicago—Winners of the fourth annual Specialty Products Exhibition for Contract competition were honored during NEOCON 18.

The SPEC awards were established by Chicago Design Sources, a tenant association of home furnishings showrooms on five floors of the Merchandise Mart, to spotlight residential products which have contract applications.

More than 300 entries were received. Categories included accessories, furnishings, lighting, fabrics, floor and window coverings.

Philip E. Kelley, president, The Merchandise Mart Properties, Inc., presented Ethel Nemetz, chapter president of IBD, with a check for $1,000, which will be contributed to FIDER (the Foundation for Interior Design Education Research).

CONTRACT's executive editor, Roberta Walton, was among those presenting the awards at a special ceremony.

SPEC IV award winners

Architectural elements
1st place: Portland mortise lock trim by Decorative Hardware Studio, shown at Patterson, Flynn & Martin.
2nd place: Atlanta mortise lock trim by Decorative Hardware Studio, shown at Patterson, Flynn & Martin.

Art objects
1st place: Excelsior executive desk and Samba room divider by Jerry Cebe for Farallon Studios, shown at Barbara Pearlman Design Atelier.
2nd place: "Brooks" by Jann Hervis for Paravento, shown at Interna Designs Ltd.

Casegoods
1st place: Accenta wall system by Bang & Olufsen of America, shown at Betty M.

Fabric
1st place: "Penang" by Rodolph/Jim Thompson Thai Silk Collection, at Holly Hunt.
2nd place: "Brettingham" by Payne Fabrics, shown at Thybony Wallcovering.
2nd place: Executive Collection by Stroheim & Romann, shown at Stroheim & Romann.

Lighting
1st place: "Olympus" by Kevin von Kluck for Boyd Lighting, shown at Holly Hunt, Ltd.
2nd place: "Delta Moon" by Jeremy Lynes for Line Lites, shown at Barbara Pearlman Design Atelier.
2nd place: "Grip" by Gary Payne for Lazin Lighting, shown at Interna Designs Ltd.

Occasional
1st place: "Tippy Jackson" by Philippe Starck for Driade, shown at Interna Designs Ltd.
2nd place: "Titos Apostos" by Phillipe Starck for Driade, shown at Interna Designs Ltd.



CONTRACT's executive editor, Roberta Walton, presents Bette Grossman, Interna Designs, with the SPEC IV 2nd place award in the lighting category. The firm also took 1st and 2nd place in the occasional category for "Tippy Jackson" and "Titos Apostos" for Driade.

Office
1st place: Bloomsbury rectangular table by Ronald Carter for Peter Miles, shown at Interna Designs Ltd.
2nd place: "Oslo" by Cappellini for Cappellini International, shown at Interna.
2nd place: "Baltimora" by Cappellini for Cappellini International, shown at Interna Designs Ltd.

Seating
1st place: "Gentiana" by Wernermeier Enterprises of New York, shown at Betty M.
2nd place: "Sarapis" by Philippe Starck for Driade, shown at Interna Designs Ltd.

Wallcovering
1st place: "Geotech" by Innovations in Wallcovering Inc., shown at Donghia Furniture.



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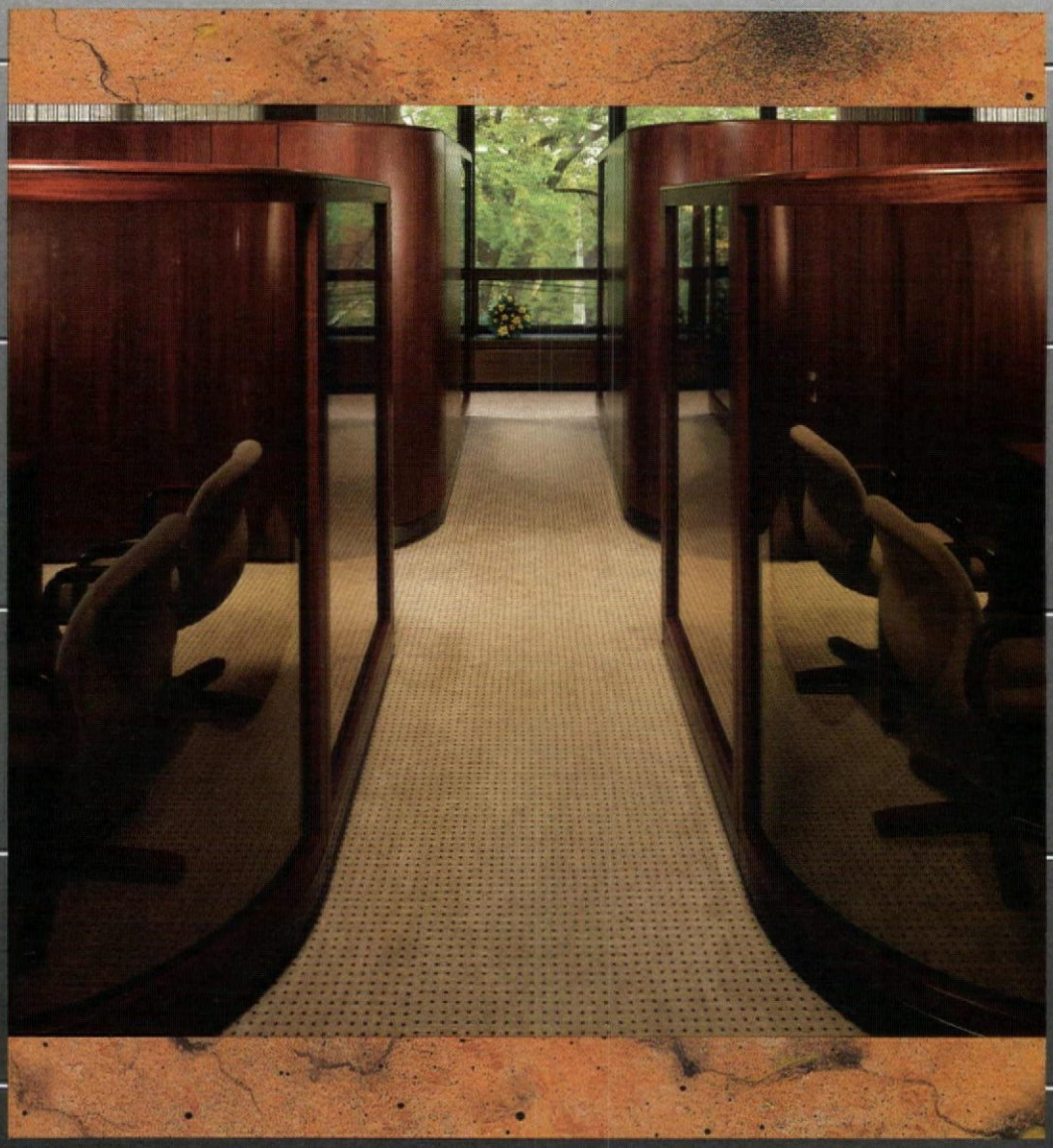
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Designers form licensing coalition

Albany, N.Y.—A coalition of more than 2,000 interior designers, called Interior Designers for Licensing in New York (IDLNY), has been formed to support proposed legislation to amend a New York state education law which would require licensing of designers.

IDLNY's membership of six professional organizations is comprised of the American Society of Interior Designers (ASID); the Institute of Business Designers (IBD); the National Home Fashions League (NHFL); the International Society of Interior Designers (ISID); the Decorators Club and Association of Interior Designers and Decorators of Western New York.

IDLNY supports a bill proposed by State Senators Jess J. Present and Howard E. Babbush, and Assembly Members Herman D. Farrell, Jr. and H. Sam MacNeil, which would amend the Education Law in New York State by adding a new Article 160 which would require government licensing and regulation of designers.

The proposed State Board of Interior Design would monitor testing and accreditation of New York's interior designers to assure that only those persons with education and experience in the field who have passed the competency exam, would be able to practice or use the title "interior designer."

According to IDLNY, the board would be set up and operated at no additional cost to New York taxpayers. It would operate similarly to boards that oversee the activities of such other licensed professionals as doctors, engineers, public accountants, and land surveyors.

The bill would not prevent individuals or retailers from providing decorating services or from selling items such as furniture, floor and wallcoverings. Use of the terms "interior decorator," "home furnishings consultant," or others would also not be restricted.

The bill would not prevent licensed architects from practicing their profession and art, independent craftsmen from preparing details and shop drawings, or employees or subcontractors of licensed interior designers from acting under supervision.



Chicago—*The winners of Krueger's Second Annual 5K Fun Run at NEOCON, June 12, are shown with Richard J. Resch, president and CEO of Krueger (center). Marty J. Anderson, (left) Jung/Brannen Associates, Boston, won the Women's Division for the second year. Bill Sorteberg, (right) Commercial Furniture Services, Minneapolis, won the Men's Division. The race began at Buckingham Fountain and continued through Chicago's scenic lakeshore park.*

Three individuals honored by ASID

New York—Three individuals were honored by the American Society of Interior Designers (ASID) in July at the Society's National Conference in Los Angeles. Baltimore designer Rita St. Clair, FASID, received the Designer of Distinction Award; the Thomas Jefferson Award went to developer Henry Segerstrom and the Segerstrom Family of Orange County, Calif.; and Arizona State University professor Sivon Reznikoff, education member ASID, IDEC, was named Human Environment Award winner.

St. Clair was recognized for her outstanding contributions toward achieving ASID's goal of design excellence. With her term as ASID President in 1979-'80, award-winning work, and lectures and articles, St. Clair has challenged designer and layman alike to surpass existing boundaries in pursuit of excellence. She is president of Rita St. Clair Associates, a 30-year-old firm which designs business, residential, and public interiors, emphasizing space planning, custom design elements, and color coordination.

Hailed as the most prestigious honor conferred by the Society, the Thomas Jefferson Award is annually bestowed to an institution or individual for exhibiting a commitment to the preservation of American cultural, intellectual, or natural heritage. The Segerstrom Family and Henry Segerstrom have been a major force behind the cultural development of the Orange County, Calif. area. Through donations of land, money, plus extensive fundraising efforts, the Segerstroms have made it possible for Orange County to establish a major performing arts center for the community.

The Human Environment Award honors individuals or organizations showing concern for the consumer by raising the quality of interior design in the fields of energy conservation, health, handicapped and barrier-free design, safety, fire prevention, communication, or transportation. A leading authority on fire safety, Reznikoff is an active participant in consumer protection organizations and agencies. She has continually advocated educating designers about specifying materials, designing spaces which comply with major fire codes used in the U.S. and Canada, and establishing dialogues with local fire officials. She is active on the lecture circuit and author of a highly acclaimed book, "Specifications for Commercial Interiors."

Atlanta Mart to open showrooms

Atlanta—New showrooms at the Atlanta Merchandise Mart have been leased to Hiltgen/Brayman, Charvoz-Carsen, and SunarHauserman.

The Hiltgen/Brayman showroom, scheduled to open in time for CONEXION '86, Oct. 29-31, will feature BNI/Elite Biltrite and Nightingale lines.

Charvoz-Carsen has opened 800 sq. ft. in the new contract area on the mart's fifth floor, showcasing its Dauphin line of office chairs. The showroom is the company's first in the Southeast.

SunarHauserman's new 8,200-sq.-ft. showroom, opening later this year, will offer a broad product line, including office systems, movable walls, seating, furniture, and textiles.



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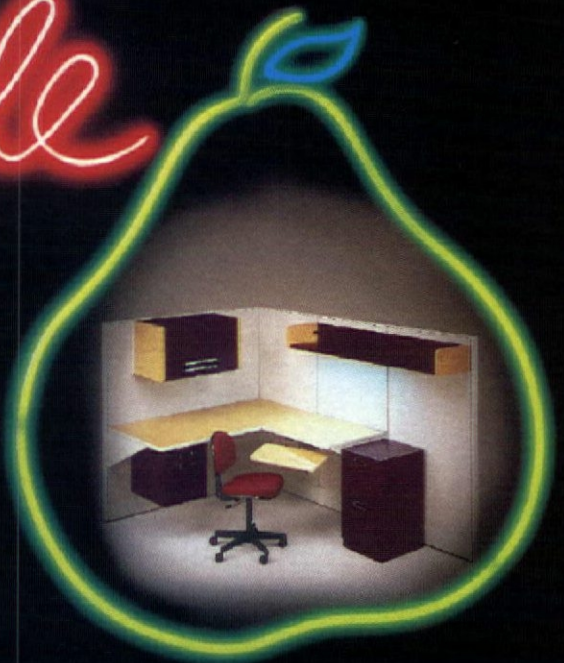
New showrooms: Navan Carpets leases space at IDCNY

Navan Carpets Inc. has leased 2,000 sq. ft. at Center One of International Design Center, New York (IDCNY). Other companies that have leased space at IDCNY include **Davis Furniture Industries**, 4,000 sq. ft., Center Two; **Bernhardt**, 2,031 sq. ft., Center Two; **Storwal International,** 6,861 sq. ft., Center One; and **Edward Pashayan & Co.,** 12,000 sq. ft., Center Two . . . **Designfriends Ltd.** has opened its first wholly owned showroom at the New York Design Center. The showroom measures 900 sq. ft. . . . **The San Francisco Design Center,** an information and product resource for manufacturers, designers, architects, facility managers, and corporate clients, is scheduled to open in early 1988. For information, contact Judi Skalsky, Skalsky & Bates, 635 Westbourne Drive, Los Angeles, Calif., 90069; 213/854-6307 . . . **Hastings Tile** and **Il Bagno Collection** will open a new 6,200-sq.-ft. showroom in the Flatiron district of New York . . . **Lee Jofa** has contracted for a new, expanded 5,200-sq.-ft. showroom on the newly redecorated 12th floor of Chicago's Merchandise Mart . . . **Copenhagen Business Interiors,** a subsidiary of **Copenhagen Designs,** has opened a new showroom in the Canyon Creek Design Center, San Diego, Calif.

New assignments: Bell Cline to design Durham Arts Council interior plan

Bell Cline Associates has been asked by the Durham Arts Council to design an interior plan for the Durham Arts Center in North Carolina. Renovation of the old City Hall into galleries, studios, classrooms, and theaters is estimated to cost $4.5 million . . . Honeywell Inc.'s new executive design service is being provided by **Interior Design Development Inc. (IDD)**, a Costa Mesa, Calif.-based interior design and space planning firm. The service is available to tenants of office buildings with Honeywell executive center which IDD has designed . . . **Robison + Associates Inc.**, Coral Gables, Fla., has been commissioned by Hemisphere National Bank of Miami to provide interior architecture services . . . **Anderson-Gussin Associates,** Atlanta, has been commissioned by Delta Airlines for the interiors of its largest Crown Club Room at the Tampa, Fla. International Airport. The firm has also been commissioned to design a showroom for Corson Furniture Industries' recently acquired upholstery company, Pinehurst. The opening will take place in October, in High Point, N.C. at the International Fall Home Furnishings Market . . . Minneapolis architect **Jeffrey Scherer,** of **Meyer, Scherer & Rockcastle**, and a University of Minnesota instructor, is completing plans for Herman Miller's 38-acre new research facility in Holland, Mich.

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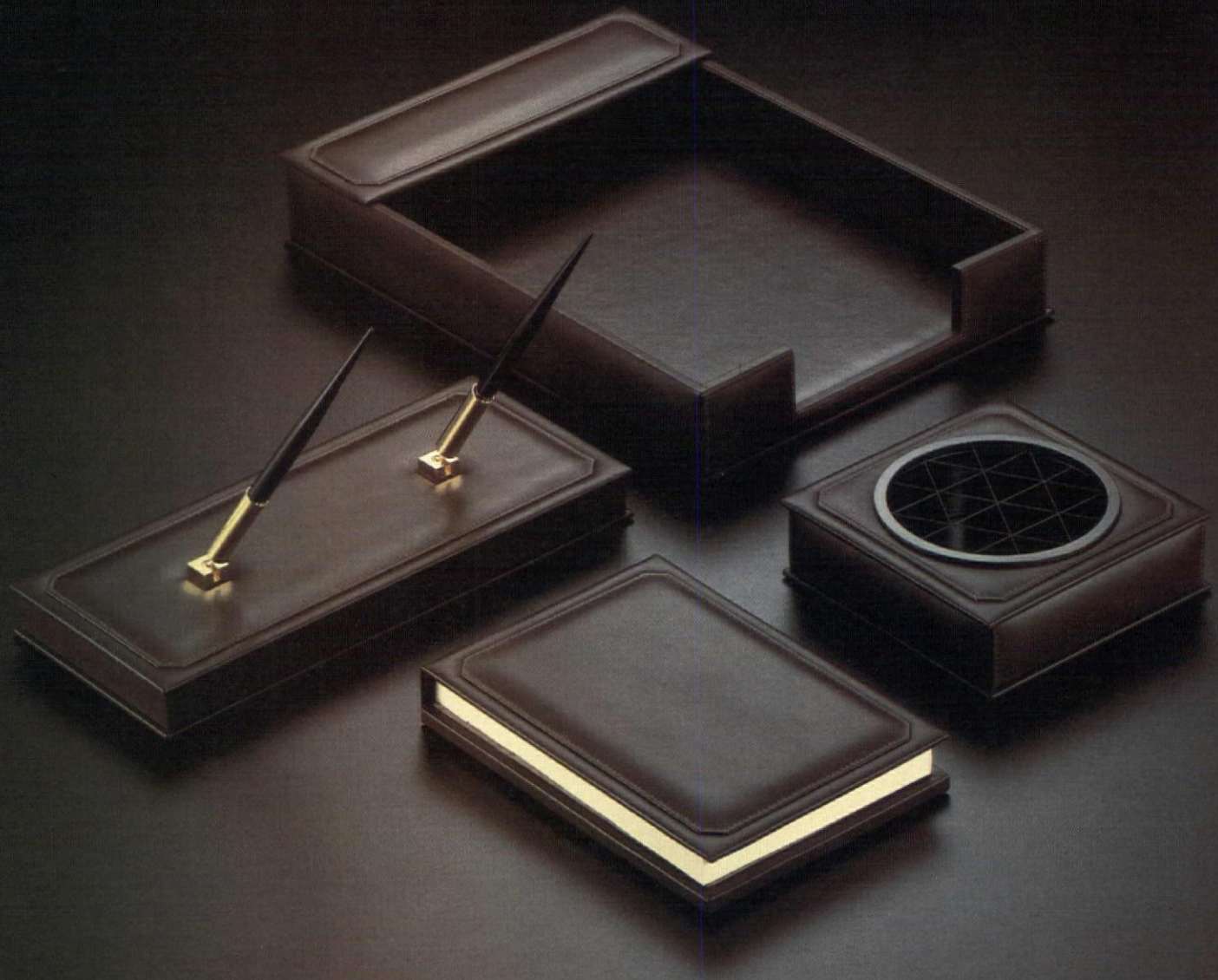
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Who reps what: Atelier Int'l. adds reps for lighting, furniture

Atelier International Ltd. has added independent sales representative organizations for lighting and furniture. **Creative Lighting,** headed by Jeremy Minsburg, has taken on lighting sales in Minnesota; in Pittsburgh and Western Pennsylvania, Bob Morrow of **Lumenations Inc.** is handling lighting; Donald Harris and David Myers have formed **DMDH Ltd.** to cover Colorado, Utah, New Mexico, and Wyoming for furniture and lighting; and **Ernest Thacker & Associates,** furniture representatives, has expanded from its Ohio territory, to include Western Pennsylvania and Kentucky . . . Shogun has appointed **Morton Z. Landsberg** as Northern California representative; **Michael Moore** as rep for Texas, Oklahoma, and Louisiana; and **William Othick,** Architectural Concepts, as rep for Washington, Oregon, Idaho, Montana, and Alaska . . . **Kathleen Dugal** has joined Trans Ceramica Ltd., Elk Grove Village, Ill., as a distributor support representative . . . Gunlocke Co. has appointed two new sales reps. They are **David C. Mahood** in the Houston area, Louisiana, and Mississippi; and **William M. Baker** for Washington, D.C. and Virginia . . . **Jane Bander Inc.** is the newly appointed Texas rep for Interna Designs Ltd., Chicago . . . Loewenstein/Oggo has appointed four new rep groups: Gary Sturm, **Quest Associates,** Auburn, N.Y., for upper New York State; **Ken Barnette & Associates,** Mathews, N.C., for North and South Carolina; **Rena Forest & Associates,** Phoenix, Ariz., for Arizona and New Mexico; and **Design Elements,** Honolulu, for Hawaii . . . J.M. Lynne Co. has appointed two reps in its Chicago Merchandise Mart showroom and regional office: **Louise Ragali,** showroom-based customer service rep; and **Tony Aiello,** account rep for greater Chicago and central Illinois. J.M. Lynne has also added **Roger Moore Associates** as contract reps for Colorado, New Mexico, Utah, Wyoming, and Arizona.

Mergers: Smith & Entzeroth mergers into SMP

The merging of the St. Louis-based architectural and planning firm of **Smith & Entzeroth Inc.** into **Stone, Marracini and Patterson (SMP)** has been completed. The expanded firm will carry the SMP name. SMP is an architectural firm based in San Francisco, with an international practice . . . **Zelco Industries Inc.** has formed as a subsidiary company the **Zeller Design Group,** to develop new products both for Zelco and for other firms seeking to expand their product development program. The new company has its offices in the Zelco building in Mt. Vernon, N.Y. . . . **Collins & Aikman** has acquired **Ames Industries Inc.** and its wholly owned subsidiary, **Aquetta Products Inc.** Ames and Aquetta are manufacturers of shower curtains, embellished towels, and decorative accessories. Collins & Aikman is a producer of specialty products for the home furnishings, commercial, and apparel markets.



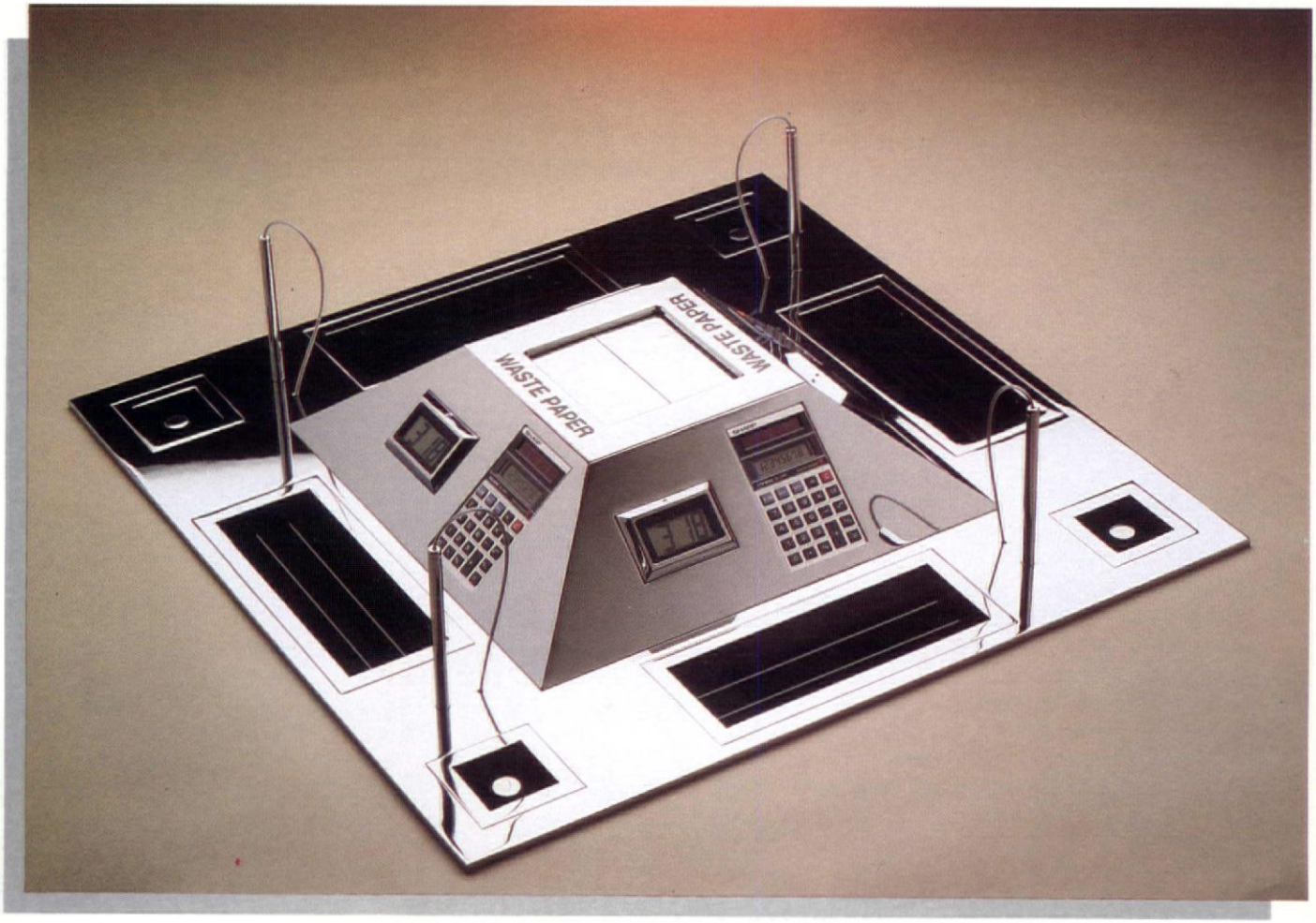
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Competitions: Roscoe award entries due Septmber 15

• **The 16th Annual Roscoe Product Design Awards competition** will honor winners in 27 categories of interior furnishings products. Presentation of the awards will be made on December 15 at a gala dinner dance at The Pierre Hotel in New York.

The jury of awards includes: Ann Dupuy, partner Holden & Dupuy Interior Design; Anne Falluchi, editor & co-publisher, *Facilities Design and Management*; Alberto Paolo Gavasci, creative director, *Interior Design;* Carol Helms, editorial director, design, *Metropolitan Home Magazine*; Kerwin Kettler, IDEC, Academic Dean, New York School of Interior Design; Adam Tihany, IDSA, president, Adam Tihany Int'l; and Bebe Winkler, ASID, NHFL, president, Bebe Winkler Interior Design.

In mid-October the jury will vote by secret ballot. Winners will receive a Tiffany-designed Crystal prism.

Entries must be received at the Resources Council's New York Design Center office, 200 Lexington Ave., Suite 227, New York, NY 10016, by Monday, September 15.

IDCNY to hold design forum, Oct. 30 - Nov. 1

New York—International Design Center, New York (IDCNY) will host "Form One" Design Diversity Symposium, coordinated by Harry Dennis, publisher, American Ceramics, and Ivy Ross, Oct. 30-Nov. 1.

The three-day conference, led by a group of artists, designers, architects, critics, and scholars, will reflect and explore the new vitality in design today through personal interviews, slide presentations, and case studies.

The Grand Opening of IDCNY is October 8-11.

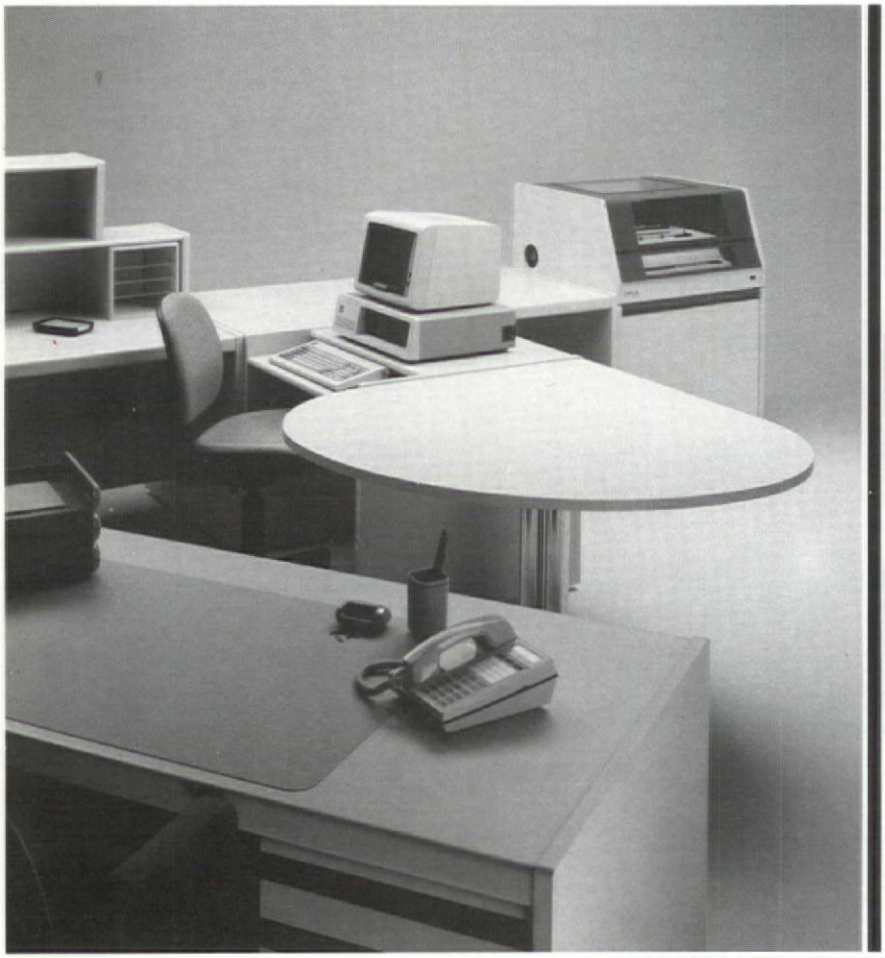
Emfinger, Silber join CONTRACT

Dave Emfinger (shown) has joined the staff of CONTRACT magazine as the new art associate. Previously, he was art director/partner of Emfinger Corazzi Communications, a San Francisco-based advertising agency which handled projects ranging from television commercials to set design, print advertising, and other media tools.



Emfinger has replaced Richard Zoehrer who was promoted to art director of Gralla Publications, CONTRACT's parent company.

Michael Silber is CONTRACT's new sales rep in New York. He most recently was employed by Chain Store Age as advertising sales rep. He previously was a sales rep at Home Furnishings Daily and an editor at Catalog Showroom Merchandiser.



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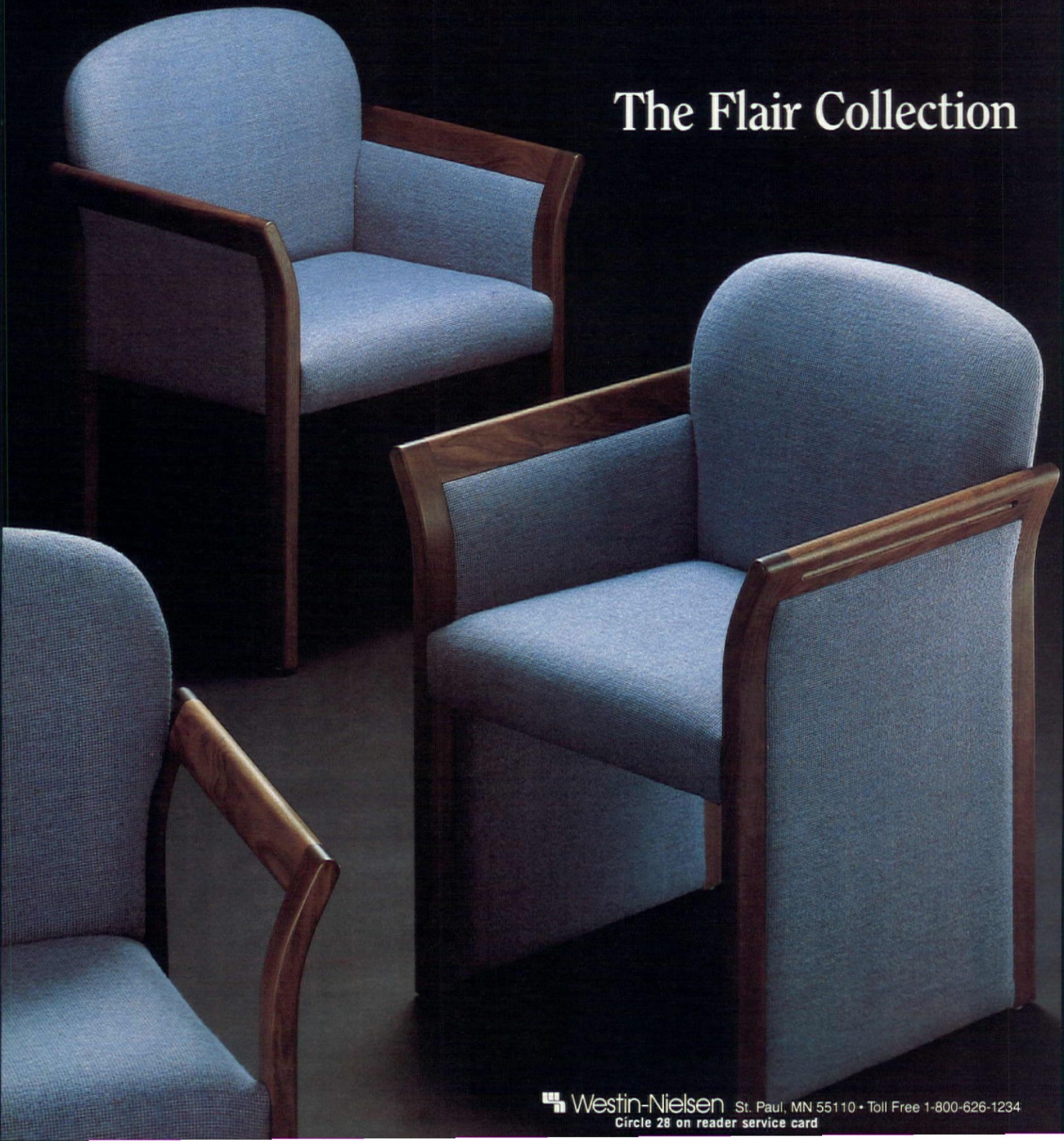
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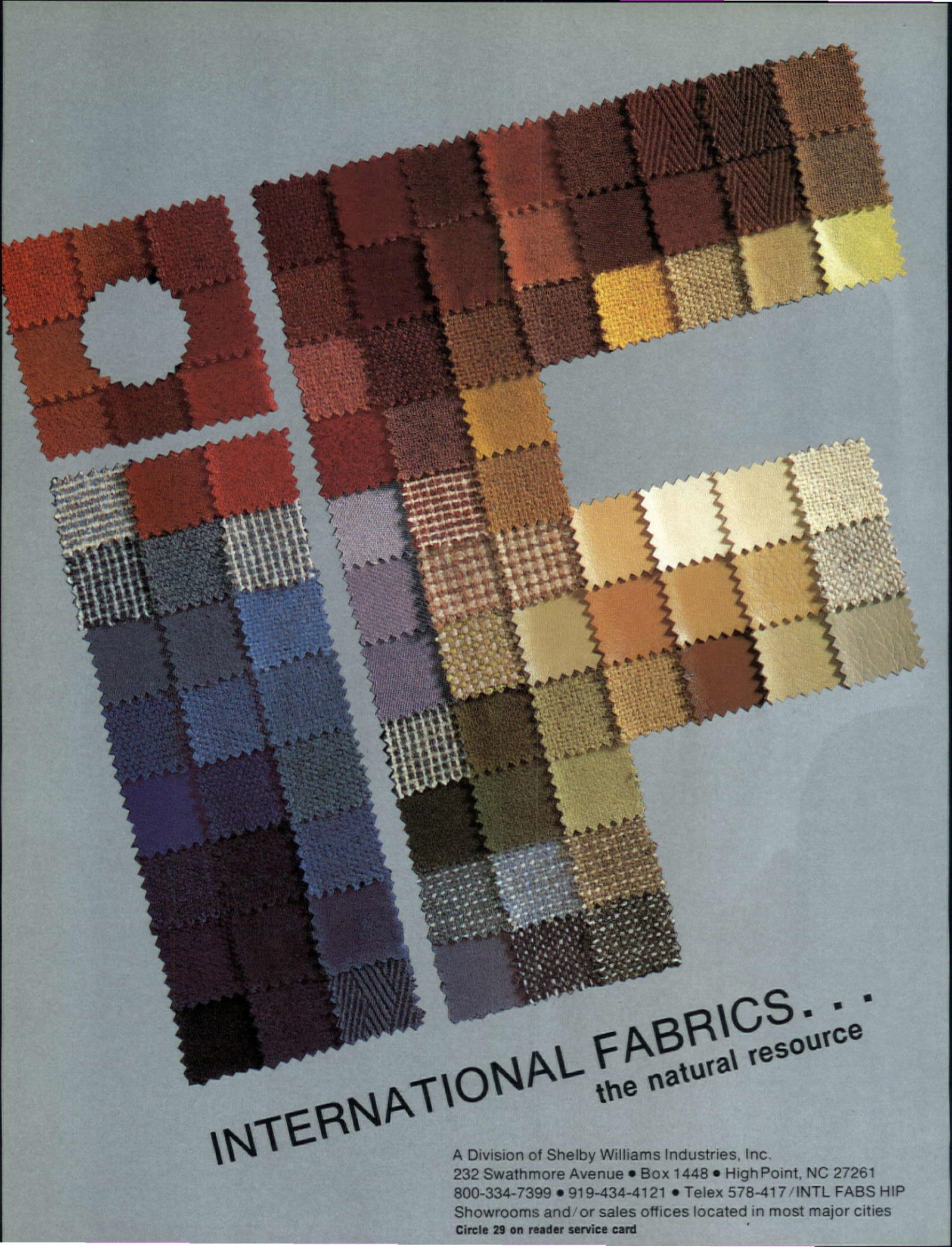
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NOPA launches forecast service of office supplies

Alexandria, Va.—To assist the office products industry in short-term business planning, the National Office Products Association has launched a new forecasting service for members.

NOPA will report quarterly forecasts of manufacturers' shipments of office supplies and furniture. These forecasts, to be updated every three months, will include estimates for the upcoming six quarters. NOPA will print each quarter's finding in Industry Report.

The forecasts will be prepared for NOPA by The Wharton Applied Research Center at the University of Pennsylvania. Wharton recently completed NOPA's study on "The Future of the Office Products Industry."

To develop the forecasts, NOPA will combine information from the NOPA future report, the Commerce Department, reports of manufacturers' shipments provided to NOPA by manufacturers and the Wharton Econometric Forecasting model.

For more information, contact NOPA, 301 N. Fairfax St., Alexandria, Va. 22314; 703/549-9040.

Expansions: Spectrum Office expands its Business Interiors div.

Spectrum Office Products, N.Y., has expanded its Business Interiors division. The new offices and showroom facilities in Salina Meadows Office Park will display furniture and office systems from such manufacturers as Herman Miller, Gunlocke, HON, and Kimball. The Business Interiors division serves central New York, Rochester, Utica, and Albany . . . **Storwal International** has set up a manufacturing center and distribution facility in Conway, Ark. . . . **Interior Facilities Associates Inc. (IFA)** has opened its Miami, Fla. design office.

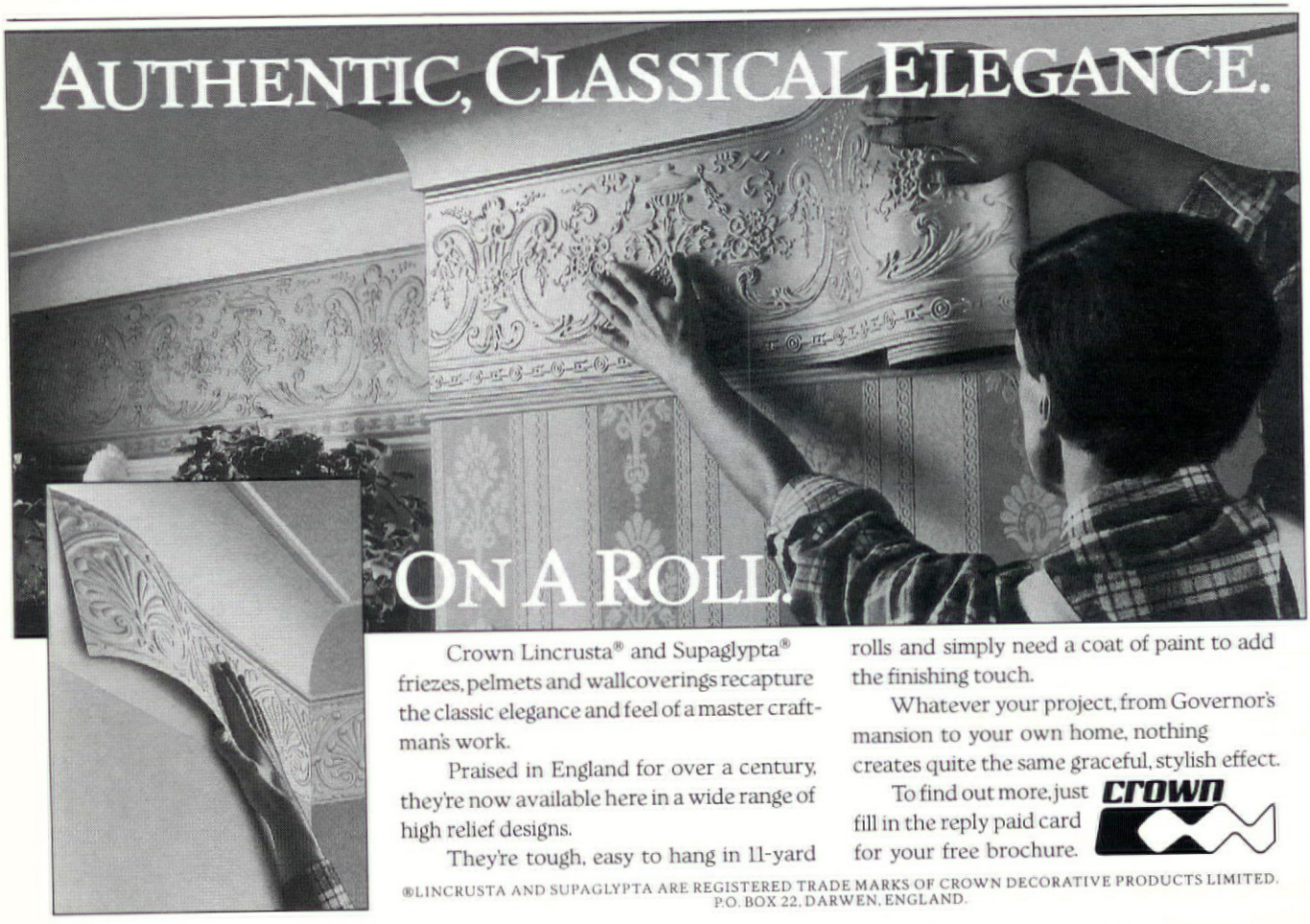
Interior design considered a "second career"

New York—Despite the tremendous impact interior design has on people's lives, it receives little attention as a college career option and is frequently a "second career" for older students.

A recent survey indicates that the average student entering interior design is in his or her late 20's, already holds a B.A. degree, and has achieved success in other fields.

To help improve the interior design profession, AFD Contract Furniture, New York, has established a scholarship program for the New York School of Interior Design and Parsons.

AFD has gathered top New York interior designers to jury the AFD Scholarship Competition for Excellence in Interior Design. Scholarship winners have received further acknowledgement by having their winning projects displayed at the Parson and the Lever House galleries in New York City.



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The Cedilla Chair
Design by Daniel Cramer

The Cedilla Chair utilizes crisp, architectural detailing to transform the chair's pure, graphic form into an elegant and sophisticated presentation. Observe the playful detailing at the chair arms, and its extension to the sled base area. Note also the graceful, curving line defined by the contoured seat.

Cedilla is available with open arms and with upholstered arm panels. Leg frames are produced from selected hardwoods.

Cedilla is on display in New York at IDCNY Space 302; in Chicago at Merchandise Mart Space 880; and in Minneapolis at IMS Space 502.

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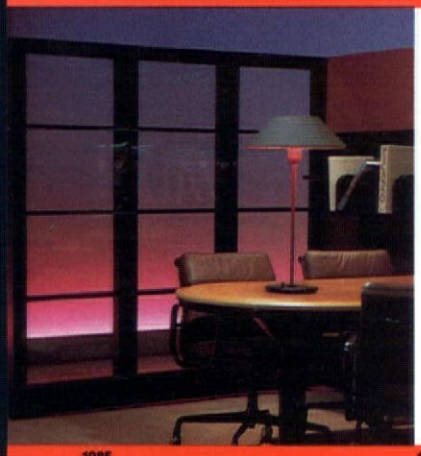
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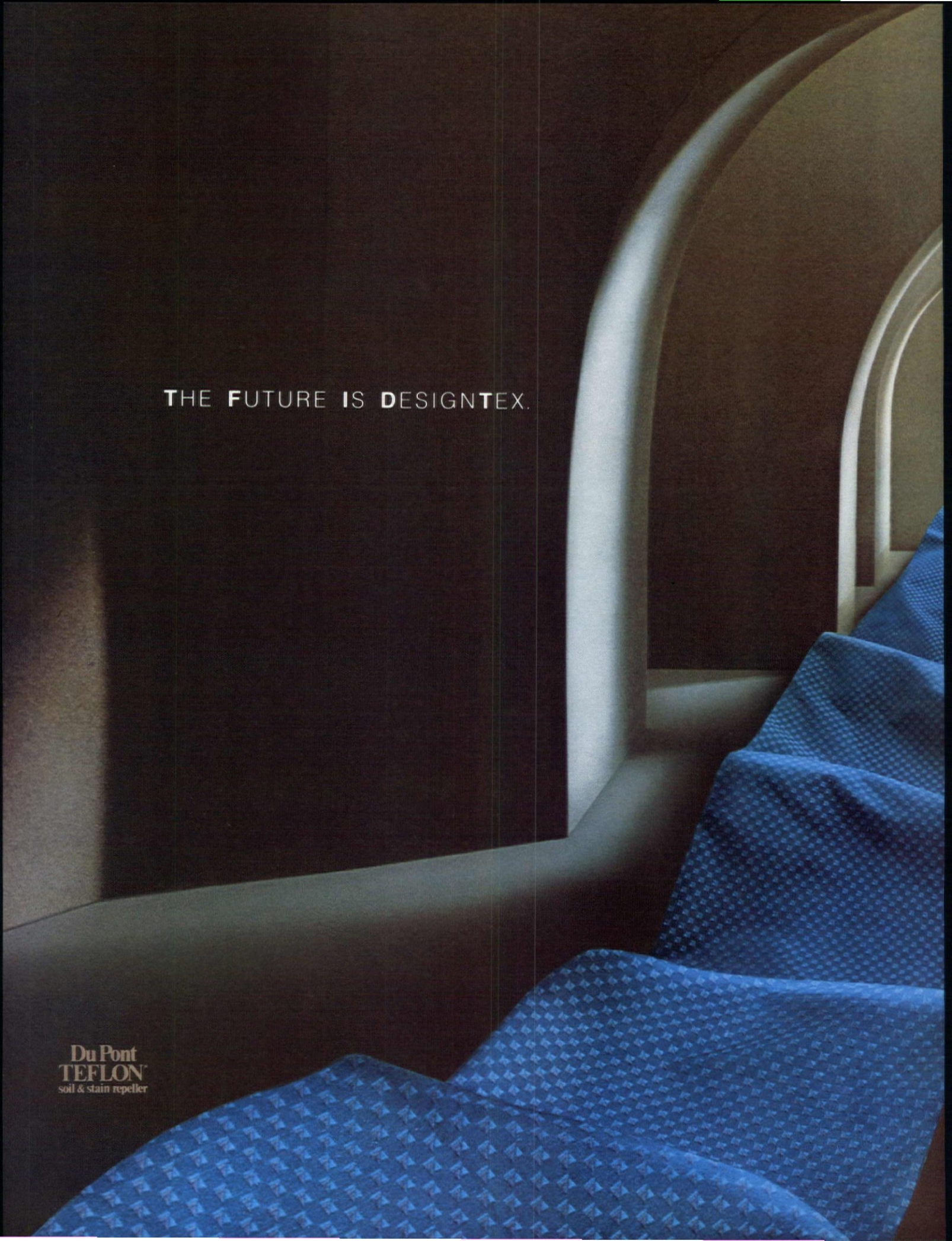
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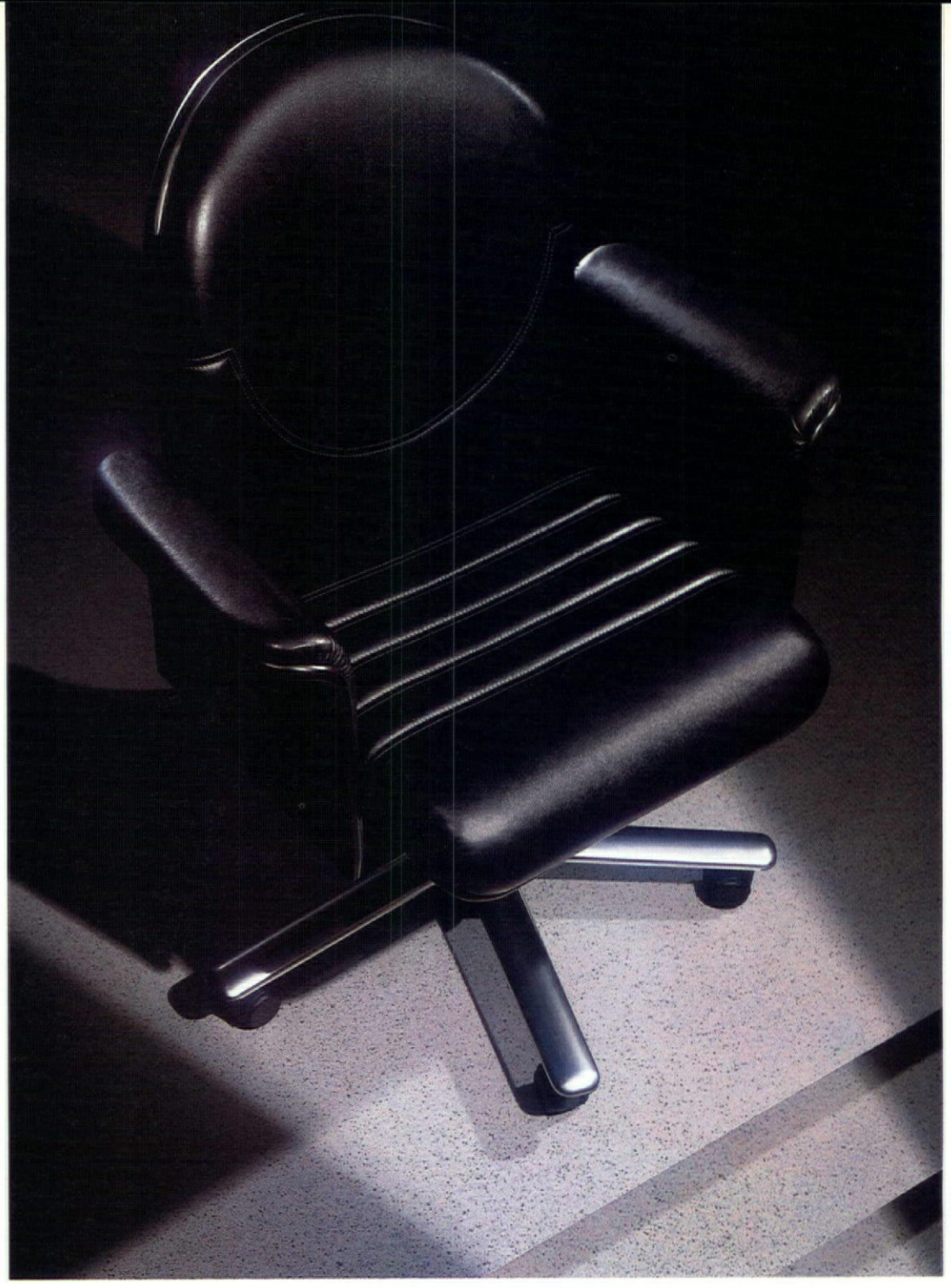
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President of $70 million company heads $90 million charitable fund

Ambitious projects are par for the course for most corporation presidents, especially when the objective is assuring the continued health and expansion of the company. What is more unusual is a commitment by a businessman to raise $20 million more than his own yearly net sales of $70 million—all for a charitable cause.

That is the goal undertaken by Robert Silverstein, president, Eldon Industries, which manufactures office products in Carson, Calif. The beneficiary is Cedars-Sinai Medical Center, which seeks to develop a $90 million Endowment Fund. Silverstein made a two-year commitment to the medical center to assist it in raising money that is necessary to maintain high quality healthcare, medical education, and research.



Glass in hand, comedian and actor George Burns, honorary chairman of the Cedars-Sinai Medical Center $90 million endowment fund drive, is shown with Robert Silverstein, chief executive officer, Eldon Industries, and chairman of the fund's Campaign Cabinet.

Funds top $33 million

Since the fund drive was launched in early 1986, Silverstein has been the guiding force in raising more than $33 million—no mean feat so early in the campaign. As chairman of the Campaign Cabinet, which is made up of 22 leading West Coast businessmen, he deals daily with many industry leaders. One is Cabinet member Lawrence Lerner, former chairman and CEO, Environetics International, and now president, Mega Erg, Inc., a new firm developing innovative products for improvement of the work place environment.

Silverstein was chosen to head the campaign by virtue of his reputation as an astute businessman and fund raiser. He is a member of the Cedars-Sinai board of directors, a position he has held for about 20 years. His interest in the field of medicine stems from an early career as a pre-medical student at UCLA, an undertaking interrupted by World War II and his service as a navigator-bombardier.

Interest in medicine

After the war, he joined Eldon Industries and became its president in 1949. But his interest in medicine continued strong, resulting in generous contributions of his time to several medical centers. He was the first president of the San Bernardino Mountains Community Hospital and contributed greatly to Gateways Hospital, where he also served as president for a two-year term.

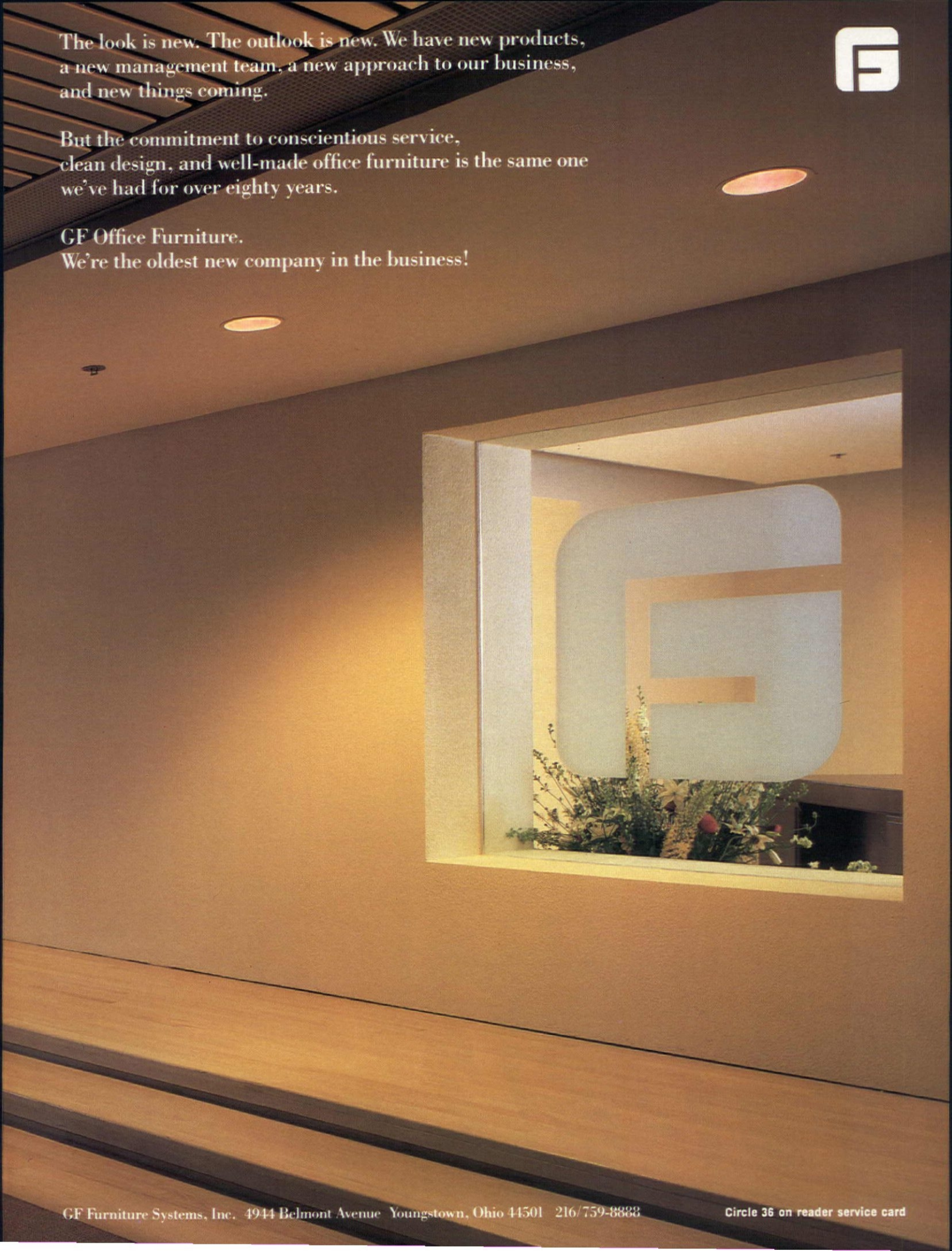
He was a member of the Los Angeles Chapter of Young Presidents Organization and is now a member of the "49er Branch" of that group. He is also a member of the World Business Council. In his spare time, he plays a lot of tennis.

Why so much energy devoted to the medical center's endowment fund? Silverstein answers, "Government and the health insurance companies are dramatically reducing reimbursements to hospitals. Because of that trend, voluntary service becomes very critical in the support of healthcare delivery. That means the general community must reach into its pockets to assure a continued high level of medical care delivery."

Success of the drive will extend well beyond the boundaries of Los Angeles. "It will affect the western United States with comprehensive healthcare programs," says Silverstein, "that have made Cedars-Sinai the world-class institution that it is today." He points out that the hospital has its own heliport, 11,000 beds, 2,000 doctors, and 5,000 employees. In addition, more than 1,200 persons serve as uniformed volunteers performing a wide range of duties.

"The endowment Fund," he adds, "will provide continuing income to supplement the many research, teaching, and charitable expenditures of the hospital."—*L.C.*


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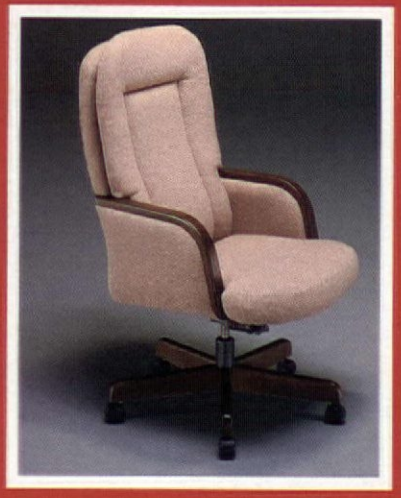
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By Sara O. Marberry

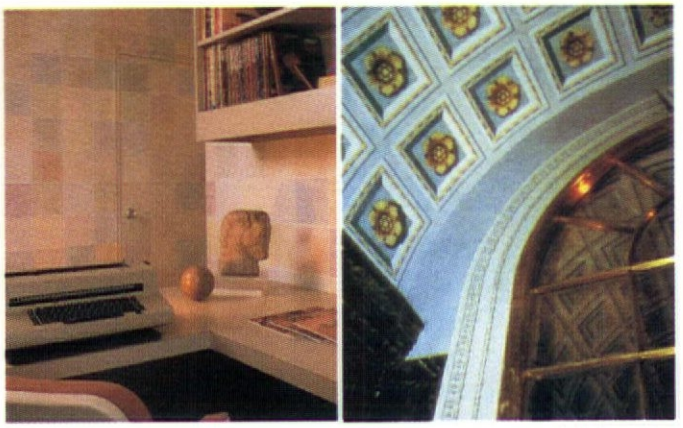


Decorative painting gives a distinctive dimension to color

Man has used decorative paint to adorn walls since the stone age. In fact, paint has been used throughout history not only to protect and coat substances, but also to convey human imagination, beauty, and style. In recent years, the craft has experienced a revival as a decorating element in both residential and contract interiors. And, because of its simple application, decorative painting is also one of the most inexpensive ways to bring color into an environment.

"Interest in decorative painting has really taken off in the past two-to-three years," says Jeff Greene, president, Ever-Greene Painting Studios in New York City. "Faux finishes have become very big, and paint terms such as polychroming, stencilling, glazing, and trompe l'oeil are becoming a standard part of the architect and designer's vocabulary." Educated as an artist, Greene has been in business for 10 years. His company is somewhat unique in the field in that he employs a staff of about 30 artists and craftsmen who work across the country. Most decorative painters have small one- or two-person firms, he claims. Greene paints the exterior, as well as interiors of buildings and does about 60 percent of his work in the contract area.

A different perspective comes from Eugene Perreault, principal, Entasis, a Bethesda, Md.-based painting studio. Perreault, who was educated as an interior designer, got into the business because he started painting for clients. He works alone and does about 35 percent contract commissions. Although he agrees that there has been a tremendous revival of decorative painting, he feels that there is still some resistance to using it in commercial interiors. "The problem with interior architects is that they are taught to respect the integrity of materials, ruling out anything but use of the real thing," he states. "But decorative painting is really a work of art, something to be valued."



Perrault created a subtle "tile" effect in this reception area (left) by using a slightly-different color in each square. A trompe l'oeil (right) done by Greene in the Crown Building lobby, New York City, gives an optical illusion of three dimensional detail.

Greene agrees that "integrity of materials" is important to architects and designers, but believes decorative painting has its own stature as a creative alternative to standard design. And, he points out that the use of texture and color serves to humanize the environment. As far as durability is concerned, both artists feel that industrial strength finishes available on the market today are quite capable of withstanding wear and tear.

Color is important

"Color is really the most important element in decorative painting," says Greene. "How it is perceived in terms of chroma and light reflectance values are key issues." His staff experiments with new painting and finishing techniques constantly to come up with innovative ideas. They recently developed a finish for architect I.M. Pei by using a chemical reaction on a copper-based paint to give the effect of special sheen. "We combine methods and materials from all facets of the painting industry," he states, naming fine art, set design, commercial and industrial applications as examples.

Perreault's specialties center around subtle, soft latex-painted wall finishes, as well as exact matches of materials, particularly faux marble. Sometimes he layers up to 20 different colors in order to achieve a certain effect. "You have to know colors to do this, because if you reverse them, you can get mud," he says. Because of his design and color experience, he is often called in on a job to match carpets, fabrics, and other materials.

According to the artists, some advantages paint has over wallcovering include its ability to hold a color in large spaces, its seamless quality, and fade-resistance. However, it should be noted that when labor-intensive work is required, painting may not be all that much cheaper than other products. Budget aside, many times decorative painting is used to match materials that can't be reproduced in certain areas that may be too small, or for materials that won't adhere to a particular surface.

Obviously, there are many types of decorative painters. Some do creative work, specializing in specific techniques. Others are simply contractors who offer the standard approach to painting interiors. Although there really is no professional association for the fine art of decorative painting, the Painting & Decorating Contractors of America have about 3,300 members (of various skill levels) nationwide. For more information or referrals, contact the PDCA at 7223 Lee Highway, Falls Church, VA 22046; 703/534-1201.


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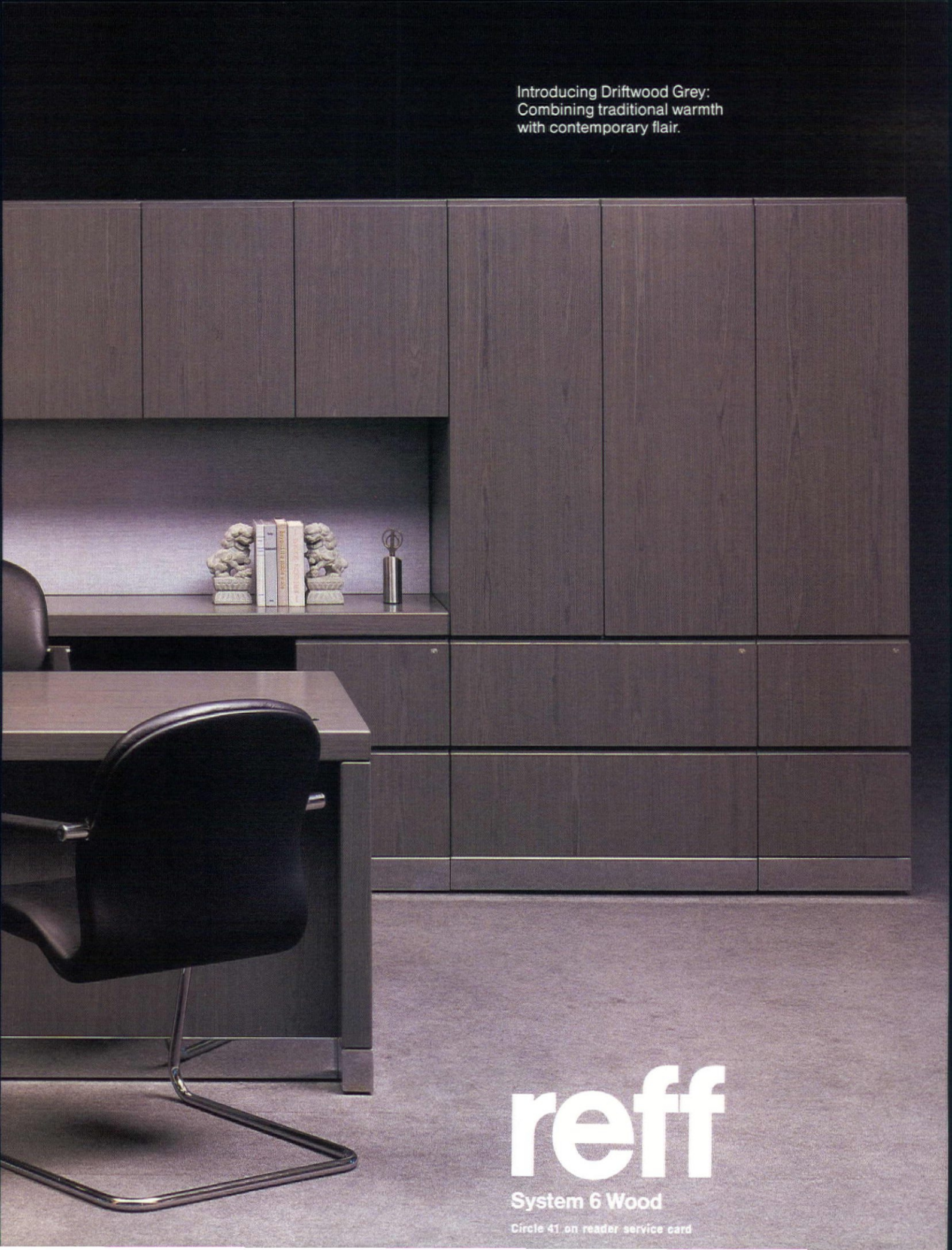


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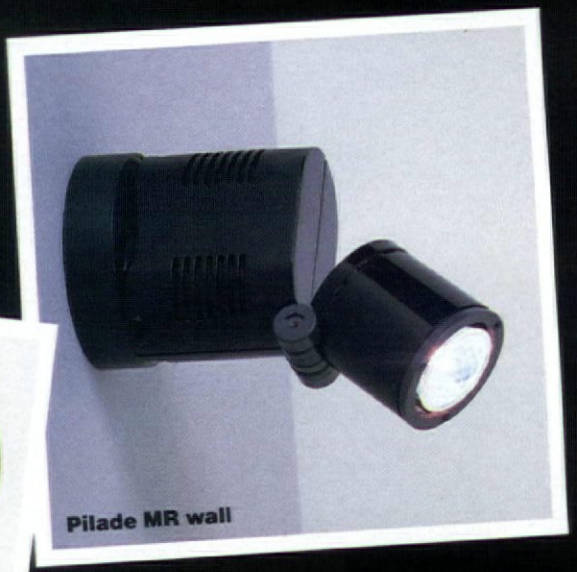
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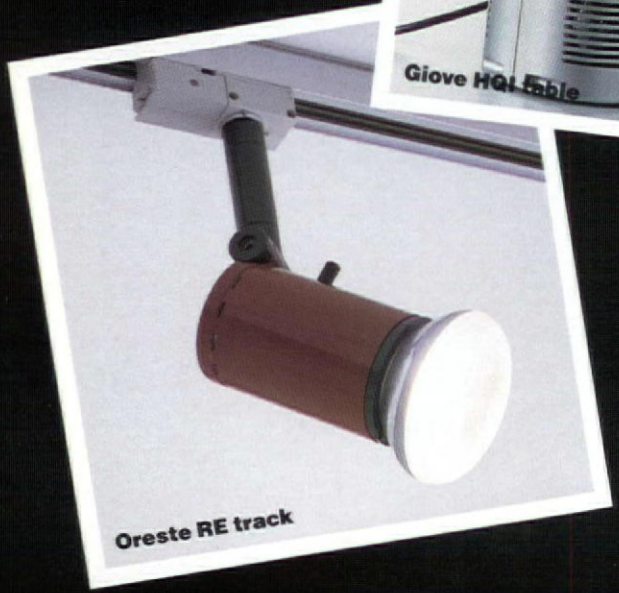
Pilade MR clamp-on



Pilade MR wall



Giove HQI table



Oreste RE track



Pilade PAR track

By John S. Marshall



Designers get a grip on gripes; choose top 10 lighting mistakes

A group of lighting designers were observed recently in a New York hotel lobby, complaining about its lighting design. "Would you look at those metal halide fixtures," a designer remarked. "They're placed so high, so far away from the people. I hate that."

Although there are standards for quantity of light, such as the Illuminating Engineering Society's guidelines for measurements of light in footcandles and lumens, standards for quality are still the subject of vociferous debate. In the interest of furthering discussion. CONTRACT asked three experienced lighting designers to name the biggest lighting mistakes regularly committed in contract projects.

Participating were: Denise Bruya, IALD, vice president, Horton Lees Lighting Design, San Francisco; David Munson, IALD, vice president, Hellmuth, Obata & Kassabaum (HOK), St. Louis; and Gary Steffy, IALD, president, Gary Steffy Lighting Design, Ann Arbor.

All three mentioned deficiencies in budget planning which lead to poor lighting design; the problem of using downlighting as a last resort in spaces where the interior designer isn't sure which fixtures to use; and the necessity for better education of maintenance staffs.

In no particular order, here is a compilation of their choices for the top ten contract lighting mistakes:

1. Lighting glass. When specular surfaces such as glass, chrome plating, or polished marble have light shining directly on them, glare is reflected into the viewers' eyes.

"Too many lighting designers ignore this," says Munson. "For example, suppose an architect specifies a marble wall with a sand finish and illuminates it with accent lighting. Later the owner changes his mind and wants polished marble. Light should not shine directly on it, because polished marble is a black mirror."

2. "I'll just put in a few downlights." When downlights are used in a small space such as a corridor or an elevator lobby, "it's frequently because the designer was tired of designing at that point, and didn't know what else to do," says Bruya. "The quantity of light may be sufficient, but the quality is lacking."

She suggests alternatives such as fluorescent wall washes on one or both walls, wall sconces, and uplighting. "It's important to keep light on the walls, not overhead," she notes. "Light on the sides delineates the edges of the space, and guides users through it."

3. Short throats. When downlighting is used, if the throats which secure the fixtures to the ceiling do not match the ceiling thickness, light quality suffers.



Illustration by John Figurski

According to Munson, "Almost every downlight made in the U.S. is designed for a ceiling that is ¾-in. thick or less. But if the ceiling is 1½-in. or 2-in. thick, the ¾-in. throat won't go in all the way. It has to be tightened down on top of the ceiling tile.

"Not all the light and heat will get out of the fixture now. There can be a light leak around the edge of the trim against the ceiling tile. This problem can be avoided if designers remember to check the ceiling thicknesses and specify throat sizes accordingly."

4. Bad transitions. Office lay-outs without physical barriers separating reception areas, open plan spaces and private offices are often lighted differently. Warm white incandescents in one area next to cool white fluorescents in another produce differences in color rendition that may cause worker discomfort.

"It can be very jarring," says Bruya, "if one end of the office has a bluish cast, the middle is pink, and the other end is green. But sometimes budgets won't allow designers to specify the same source throughout the office."

She recommends triphosphor fluorescents with color rendition similar to that of incandescents for better transitions.

5. Fabric colors chosen under wrong lights. Interior designers must select fabrics under the light source specified for the project. According to Steffy, "Designers often look at colors under a cool white fluorescent lamp, which enhances blues and greens, and dulls red and oranges. So brighter reds and oranges are chosen. If the project's space uses warm white light, the reds and oranges will suddenly seem very loud."

6. "I can get the 'same light' for less money." When project budgets are cut, lighting is one of the first items to go. According to Munson, "Clients often don't know what they want to spend on a project, so they choose a figure. Suppose it's $100 a foot. The interior designer figures on $40 a foot for furniture, the graphics people choose $90 a foot, and so on.

(Continued on p. 64)

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Illustration by John Figurski

(Continued from p. 61)

"By the time all the disciplines are finished, the budget is up to $200 a foot. Now something has to be cut. Say the owner likes the furniture. That stays at $40. Everything else is juggled around until there may be $10 a foot left for lighting, which is far below what was originally specified."

At this point, says Bruya, contractors begin discussing "equivalent" fixtures. "A contractor often will say he can get a light equal to the one that was specified for less money. Interior designers look at the fixture in a catalogue and assume the contractor is right.

"Designers should take a harder line with contractors. Ask them to provide actual working samples of the product, because frequently the 'equivalents' are inferior."

7. Underlighting and overlighting. These problems are dependent on designers' confidence levels, according to Steffy. "Underlighting is usually the result of an overconfident lighting designer who is conversant in moods. For example, he will provide accent lighting for artwork in an office, creating a nice effect, and then decide to use a few downlights for ambient light, which isn't sufficient for the space."

"Overlighting occurs when an unconfident lighting designer pumps a lot of light into a space to 'be on the safe side.' This often happens with conference rooms. A designer specifies 100 footcandles where only 30 footcandles is necessary. There is too much emphasis today on footcandles and not enough on quality of light."

8. Two-dimensional planning. Diagrams and descriptions of lighting in an architectural drawing may look so attractive that designers forget to imagine the space in three dimensions. "A bright streak on the drawing looks nice and neat," says Steffy, "but designers should take five minutes just to think about how the space will feel."

Furthermore, mock-ups should be used more often. According to Bruya, fluorescent cove uplighting is frequently done badly because plans are not tested with simple mock-ups.

"This is a common problem in office lobbies and elevator lobbies," she says. "Some designers think that every dome must be uplighted. Usual mistakes include leaving 6 in. between lamp and ceiling, and expecting the light to spread across 30 feet. Other possible problems include socket shadows, visibility of lamps, and a sharp cut-off of light in one area."

She says that a mock-up using foam core and a fluorescent strip light can be made in ten minutes. "A designer can then tell immediately how well the uplight shines on the surface."

9. Educating the maintenance staff. Even the best designs can be undermined by maintenance staffs who don't know or care that all light bulbs are not alike. According to Munson, "Suppose a designer specifies a downlight with a PAR lamp. When it burns out, the maintenance people may replace it with an R lamp or an A lamp."

He says that clients must educate their maintenance staffs. "Just giving them a schedule of replacements isn't enough; they don't always read them," he says.

Bruya cautions that because maintenance personnel will change over the years, an easy-to-read guide is perhaps the best hope for maintaining lighting designs over time.

"A color-coded guide is better for a client than an architectural drawing, which is harder to understand," she says. "All fixtures and their sources should be clearly represented by colored symbols, such as blue for incandescents, red for fluorescents, and so on. This is not done nearly enough."

10. Rules of thumb. All three lighting designers emphasize that good lighting design is more dependent on judgment than on footcandle measurements or other figures.

According to Bruya, "I could say that for uplighting, there should be a one-to-one ratio for distance between fixtures, and between fixtures and the ceiling. But I can also think of a half dozen exceptions. It's dangerous to have rules of thumb."

Steffy says designers should spend more time closely observing lighting in installations other than their own. "We don't stand and look long enough, and say how could this be better?" he says.

"A designer might be eating in a restaurant thinking 'I hate these downlights,' and a year later he'll specify those same lights for another restaurant." Steffy suggests that designers keep a daily lighting journal.

Munson warns designers to watch out for the "birthday cake syndrome." "If one ingredient is changed, the whole thing is different," he says. "For example, if one desk is added to an office project, and all the desks are moved by a few feet, the task-oriented overhead lights may have to be moved.

"It's important to stay on a project till the end, through all the changes, and when it's finished, to go back and look at it," he says. "Otherwise, a lighting designer could make the same mistake over and over again on projects for 20 years."



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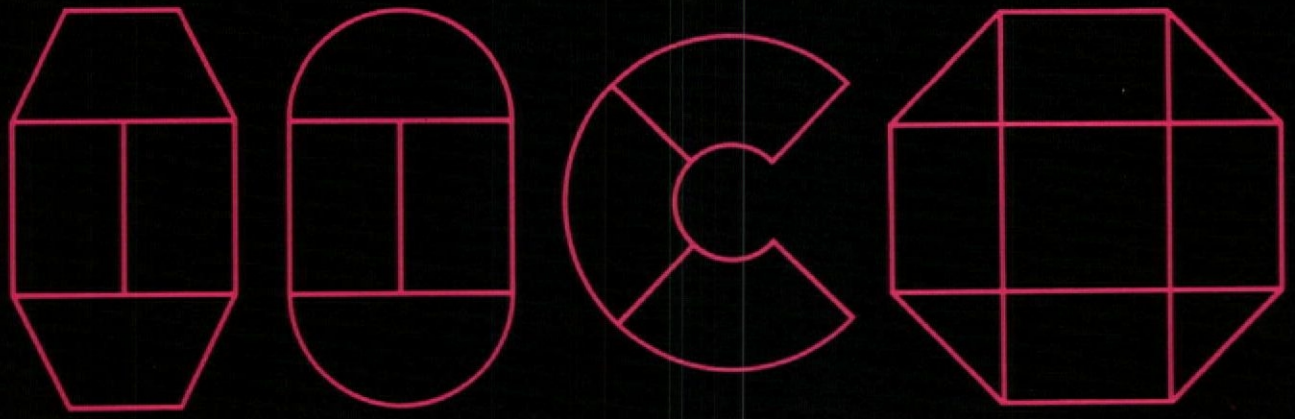
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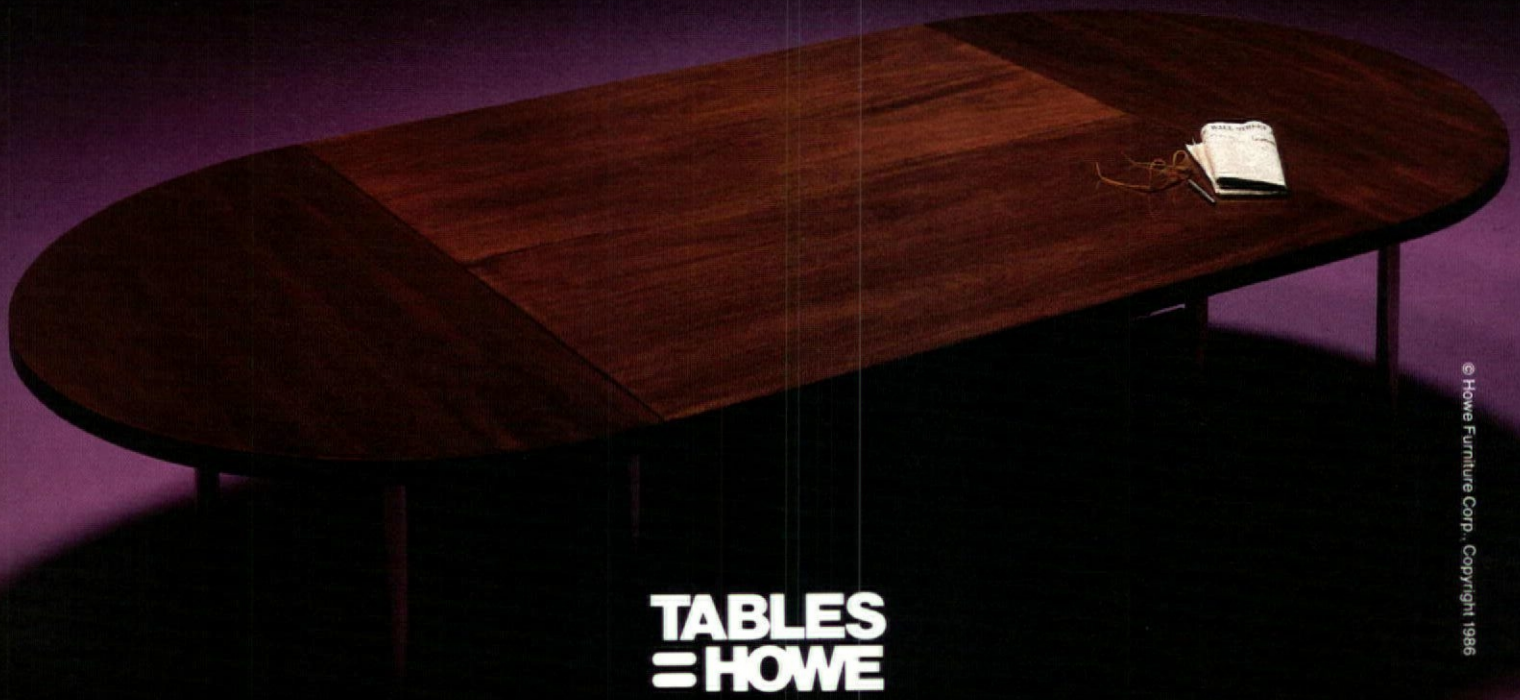
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Every Alliance table is as confident on its own as it is rubbing elbows with the next. The unique RPO (Retractable Pull-Out) mechanism, which assures secure connections, flips out of sight when not in use.

So, next time you're planning to bring people together, form an Alliance right from the start. In a variety of shapes and sizes, colors and materials. From Howe.

If you'd like a copy of our Alliance brochure, call or write.





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TABLES BY HOWE

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CONEXION showgoers to view nearly 200 showrooms, demonstrations & exhibits

For the first time, permanent contract showrooms will be open for CONEXION '86, the Southeast's largest contract furnishings exhibition. The fourth annual exhibition is set for Oct. 29-31 at the Atlanta Merchandise Mart.

As of the middle of July, 33 permanent showrooms joined 156 exhibits to compete for the attention of an estimated 3,000-plus showgoers. Showrooms take up 125,000 sq. ft., complementing 96,000 sq. ft. in the exhibit hall.

Dealers, designers, architects, and facility managers will find permanent showrooms on five floors of the new 600,000-sq.-ft. expansion wing of the Mart. Products displayed there include systems furniture, seating, fabrics, and lighting, among other office furnishings.

While helping to celebrate the 25th birthday of the 4.3-million-sq.-ft. Atlanta Market Center complex, showgoers will also learn about INFORUM, an information processing and telecommunications marketplace set to open in March, 1988. INFORUM will be the fourth building in the Atlanta Market Center, adjoining the Merchandise Mart, the Apparel Mart, and the Atlanta Decorative Arts Center.

Consisting of 1.5 million sq. ft., INFORUM will be a permanent product showcase for computer, communications, and technology products and services.

International scope

In another first, CONEXION will "expand its scope this year to bring together exhibitions and speakers of national and international importance," says Susan Brashear, marketing manager for the contract industry, Atlanta Market Center. Themed "Investment in Design," CONEXION '86 is expected to reap big dividends for showgoers who can look forward to a full program of events and information-packed seminars.

On Oct. 28, the eve of the show, members of the Institute of Business Designers (IBD) can participate in a Product Awards Reception at 7 p.m. showcasing the first exhibition of winning products in the 1986 IBD/CONTRACT magazine product design competition. The party will also celebrate the grand opening of the Merchandise Mart's permanent showrooms.

On Oct. 29, Design Day, the American Society of Interior Designers (ASID) Industry Foundation is sponsoring a course called "A Business System for Designers." An office management system and strategies for day-to-day transactions will be outlined by Diane B. Worth, ASID. (A seminar schedule is previewed here.)

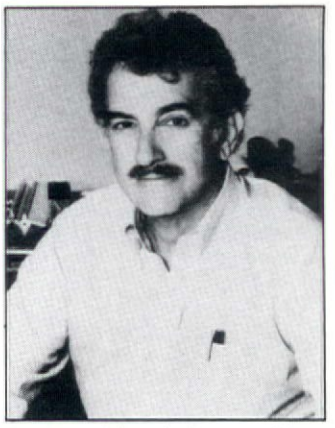
Among seminars being presented (see full listing on p. 72) are the following: "Hotel Design: A Portfolio for Success" is the topic of Howard Hirsch's speech at the IBD luncheon on Wednesday. The chairman of Hirsch/Bedner and Associates is noted for bringing exceptional designs to hotel interiors. Hirsch will be introduced by Len Corlin, editor and co-publisher, CONTRACT magazine. The lunch, sponsored by Allied Fibers, is open to IBD members and those interested in hotel design. There is limited seating and reservations are required.

From 4 to 5 p.m., showgoers can hear "Design in the '80s: Where Do Ideas Originate?," a panel discussion exploring the design realm from an Italian and American perspective. Moderator will be Roberta Walton, executive editor, CONTRACT magazine. Speakers are Silvia Latis, assistant to the publisher, *Abitare* magazine; Edie Lee Cohen, senior editor, *Interior Design*; and Robert Janjigian, senior editor/products, *Interiors*.

Architecture/interiors day

"An Overview of Lighting Design for the Architectural Space" leads off Thursday, Oct. 30, at 9 a.m. The speaker is Alexander F. Styne, IDSA/FIES, adjunct professor of electrical engineering, University of Miami.

At noon, three teams of architecture/design col-



Renowned hotel designer Howard Hirsch, chairman, Hirsch/Bedner and Associates, will present "Hotel Design: A Portfolio of Success" at CONEXION '86.

laborators, will discuss top Southeastern commercial projects at an AIA/ASID luncheon, sponsored by Allsteel. Advance reservations are required.

An alliance evolves

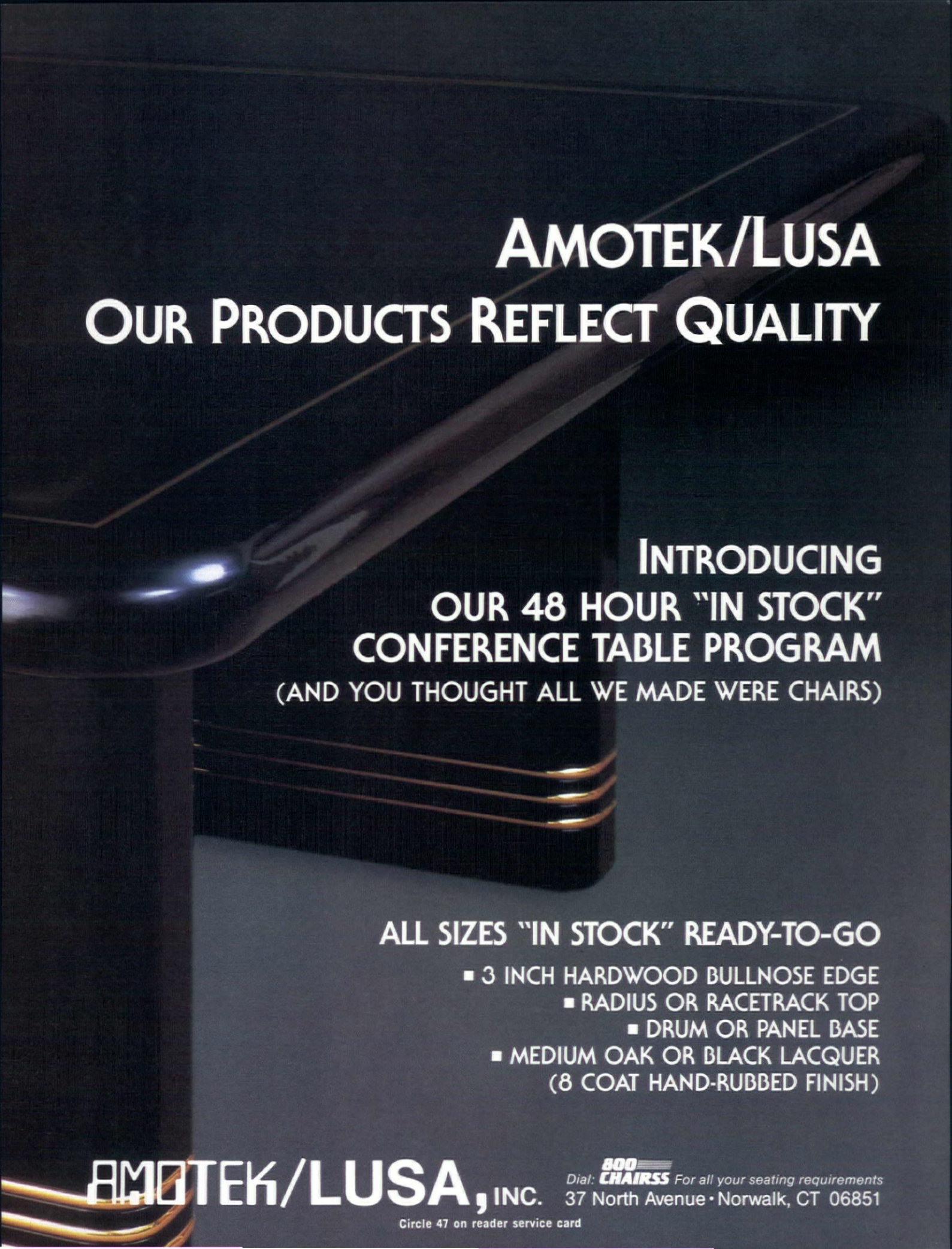
Friday, Oct. 31, is Facilities Management Day at CONEXION '86. Leading off the morning is a panel discussion touching on the dealer/facility manager relationship, titled "Dealers and Facility Managers: An Evolving Alliance." The seminar will also cover effective methods for communicating dealer services and results of recent CFF/IFMA focus groups.

Anne Fallucchi, editor and co-publisher, *Facilities Design & Management* magazine, will moderate the 9 a.m. session.

Facility managers can choose to attend a seminar on trends in local-area networks

(Continued on p. 72)




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Show continues to expand

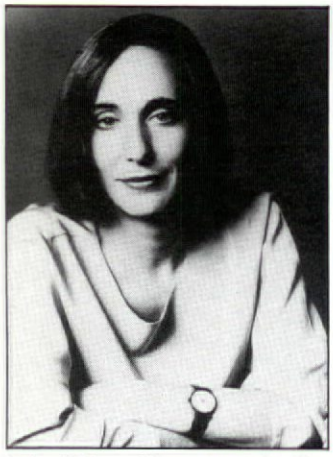
(Continued from p. 69)

(LANs). "Tuning In To Networking," also at 10 a.m., will feature top management executives from BellSouth, IBM, and Xerox discussing micro-to-mainframe links, inter-networking, and the linking of unlike computer equipment.

Advance reservations are required for the noon International Facility Management Association luncheon. Nancy Howard, facilities management/planning, Adolph Coors Corporate Real Estate will speak on the "Findings of the IFMA Research Papers II." The sponsor is Steelcase.

"Research in the Workplace: Reports from the Real World" will take place at 3 p.m. Speakers are T.J. Springer, Ph.D., president, Springer Associates Inc., an ergonomic consulting group; and M. Franz Schneider, president, Humantech Inc., a research and consulting organization.

For attendance information, contact CONEXION '86, Atlanta Market Center, 240 Peachtree St., N.W., Suite 2200, Atlanta, GA 30043; (404) 658-5674.



"The Value of Investment in Design" will be addressed by Nancye Green and Michael Donovan, Donovan and Green design firm.

CONEXION '86 SCHEDULE OF EVENTS

Tuesday, Oct. 28

7-9 p.m.
IBD Product Awards Reception/Grand Opening of Atlanta Market Center contract facility.

Wednesday, Oct. 29

9 a.m.-7 p.m.–Showrooms open.

9 a.m.-4 p.m.
A Business System for Designers. **Speaker:** Diane B. Worth, ASID. **Sponsor:** ASID Industry Foundation. **Fee:** $10. $5 extra for CEU certificate.

11 a.m.-7 p.m. Temporary product display area open.

Noon-2 p.m.
IBD luncheon. **Program:** Hotel Design: A Portfolio for Success. **Speakers:** Howard Hirsch, Hirsch/Bedner & Assoc.; Len Corlin, editor/co-publisher, CONTRACT. **Sponsor:** Allied Fibers. Reservations required.

4-5 p.m.
Design in the '80s: Where Do Ideas Originate? **Speakers:** Silvia Latis, *Abitare;* Edie Lee Cohen, *Interior Design;* Robert Janjigian, *Interiors*. **Moderator:** Roberta Walton, exec. ed., CONTRACT.

5-7 p.m.-Showroom open houses.

7-8:30 p.m.
The Design Process: An International Perspective. **Speakers:** Maurizio Morgantini, University of Illinois; Wolfgang Muller-Deisig, West German designer; Olle Anderson, White Arkitekter. **Moderator:** Gloria Blake, *FDQ Design South.*

Thursday, Oct. 30

9 a.m.-7 p.m.–Showrooms open.

11 a.m.-7 p.m. Temporary product display area open.

9 a.m.-noon
An Overview of Lighting Design for the Architectural Space. **Speaker:** Alexander F. Styne, IDSA/FIES, University of Miami.

9 a.m.-noon
Motivating People to Willing Action. **Speaker:** Paul Mills, Mills-Roberts Assoc.

Noon-2 p.m.
AIA, ASID Luncheon. **Sponsor:** Allsteel. Advance reservations required.

5-7 p.m.
CONEXION '86 Product Display Reception. **Sponsor:** Metro Atlanta Dealers.

7-9 p.m.
The Value of Investment in Design. **Speakers:** Michael Donovan and Nancye Green, Donovan and Green.

Friday, Oct. 31

9 a.m.-5 p.m.–Showrooms open.

11 a.m.-5 p.m.–Temporary product display area open.

9 a.m.-10 a.m.
Dealers and Facility Managers: An Evolving Alliance. **Speakers:** Edmund Rondeau, National Bank of Georgia; John Rasper, Dekalb Office Environments; George Brandon, Carithers-Wallace-Courtenay; Diane MacKnight, Gannett/*USA Today*. **Moderator:** Anne Fallucchi, editor and co-publisher, *Facilities Design & Management*

9-10 a.m.–NCIDQ Presentation

10-11 a.m.
The Divine Decorators: Dazzle! Delight! Determination! **Speaker:** David Hayes, Ferry-Hayes Designers. **Fee: $3.**

10-11:30 a.m.
Tuning In To Networking. **Sponsor:** INFORUM. **Moderator:** Jim Kranzusch, INFORUM.

Noon-2 p.m.
IFMA luncheon. Reservations required. **Program:** Findings of the IFMA Research Papers II. **Speaker:** Nancy Howard, Adolph Coors Corporate Real Estate. **Sponsor:** Steelcase.

3-4 p.m.
Research in the Workplace: Reports from the Real World. **Speakers:** T.J. Springer, Springer Associates; Franz Schneider, Humantech Inc. **Moderator:** Christine Neldon, Arthur Andersen and Co.

STOCK OPTIONS.

The assignment: Redesign a seaside vacation home to complement a client's contemporary lifestyle.

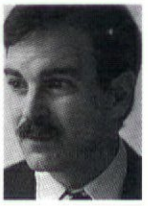
The media: WILSONART Design Group I™ decorative laminates and Decorative Tambours.

The designers: Bertram Laudenslager and Arthur L'Esperance, both ASID members, Whitemarsh Interiors, Flourtown, Pennsylvania. (L'Esperance is now with Witte Interiors, Inc., in Philadelphia).

Laudenslager comments: "A vacation home must be attractive — welcoming — and very easy to maintain. WILSONART surfacing products were key to achieving this."

L'Esperance adds: "Our clients do a great deal of casual entertaining here. So we wanted both actual openness and a real *sense* of space. We also wanted a palette that carried the wonderful colors of the shore indoors. WILSONART gave us our solution."





Bertram Laudenslager and Arthur L'Esperance,
ASID members
Whitemarsh Interiors

In the kitchen (shown below), upper cabinets are completely surfaced in WILSONART Cayenne decorative laminate; complementary Sea Breeze clads the lower storage bank. And Cayenne reprises on the island rim.

The soft stone look on the breakfast table and on countertops around the sink comes from WILSONART Shadow Millstone decorative laminate. Matching Shadow Millstone Decorative Tambours panel the refrigerator, island cabinets, and the legs of the breakfast table.

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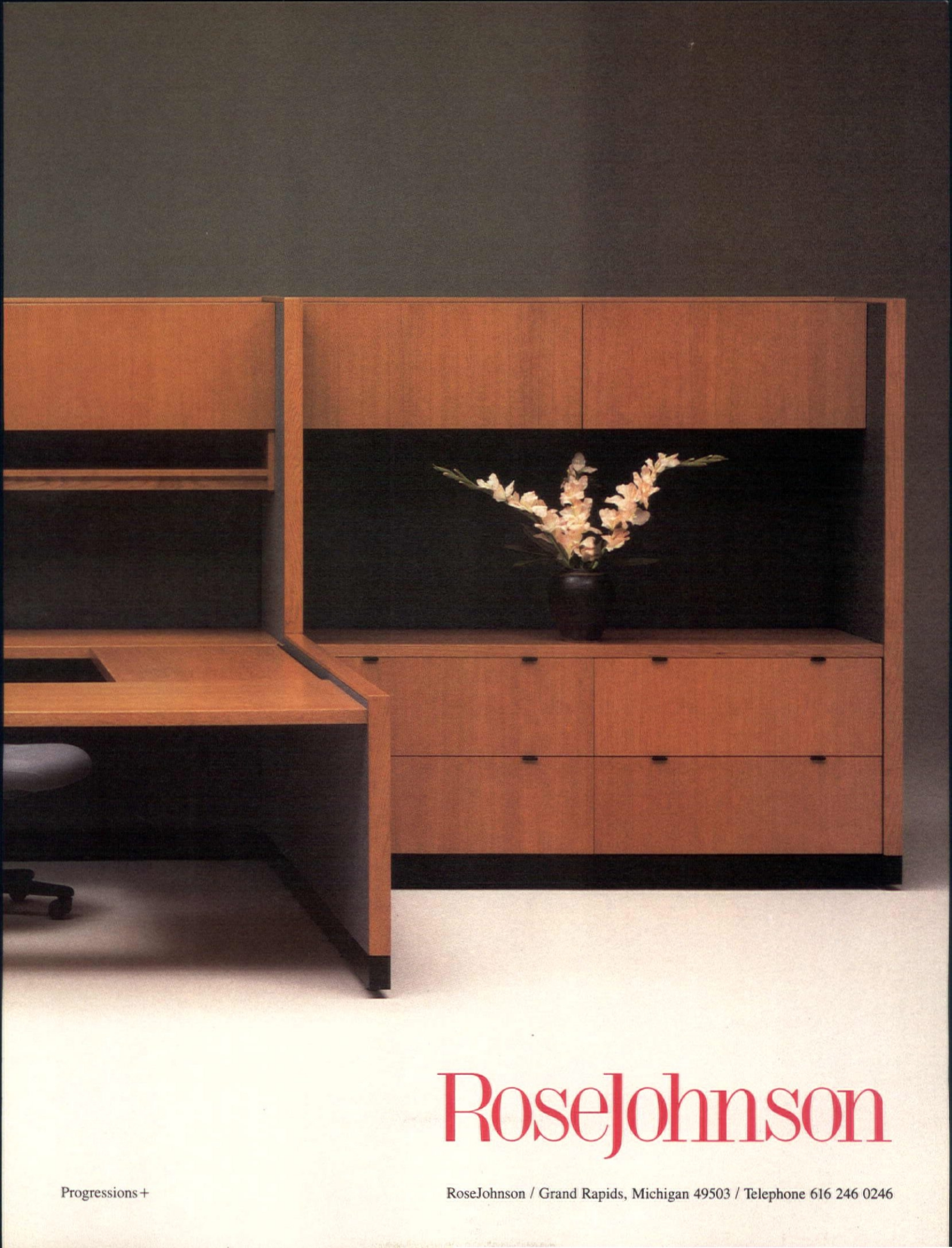
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SHOW PREVIEW

More Than 17,000 Dealers Expected At NOPA '86, Chicago



According to NOPA president Albert Howell (left), anticipating the future and planning for it is key to a dealer's continued success. James B. Miller (right), chairman, Miller Business Systems, Arlington, Tex., succeeds Howell as NOPA's president at the convention this fall.

From October 29 to November 2, over 17,000 dealers will gather in the Windy City for the convention and exhibition of the National Office Products Association (NOPA). Exhibits at McCormick Place feature the latest office supplies, machines, and furniture, complementing two days of business sessions and industry workshops held at the Hyatt Regency Hotel. The show's aim is to help office products dealers conduct their businesses more efficiently.

Upon conclusion of the two-day seminar schedule, October 29 and 30, the show moves to McCormick Place, on Friday, Oct. 31, where more than 800 exhibitors will display products for both traditional and fully automated offices. Attendees can tour 290,000 sq. ft. on two levels. Show officials claim that figures represent a 12 percent increase over last year's exhibit space.

Among special attractions on the exhibit floor will be an Office Productivity Center where dealers may observe techniques for increasing the efficiency of front-office operations. The center will feature a collection of static displays, demonstrations, and video presentations on everything from bar coding and word processing to credit management, mail distribution, and archive storage.

In establishing the "Leadership Difference" theme for 1986, NOPA president Albert Howell stressed that anticipating the future and preparing for it is the key to a business' continued success. With an emphasis on the newest trends and technology, the NOPA show aims to provide the information dealers need to remain competitive in a changing marketplace.

'Alert Sessions' premiere

Among 26 NOPA workshops offered prior to the exhibition opening, are those covering the how-to's of developing a sales training program, reducing employee theft, effective sales management, consumer communications, and office products industry orientation.

Being introduced this year is a series of "Alert Sessions," to be held on Wednesday and Thursday afternoon. These sessions are small group discussions on a specific topic of interest to office products dealers and are restricted to full convention registrants.

Scheduled topics and discussion leaders include: "Sharing Second-Year Experiences in Developing Your Own Catalog," with Ron Beck, Action Business Equipment Co.; "Using a Computer for Your Telemarketing Program," with Gil Powell, Litton Calder and Associates; and "The People-Side of Warehouse Productivity," with Irv and Bob Footlik, Footlik & Assoc.

Also scheduled are: "Maintaining an Effective Radio Advertising Campaign," featuring Andrew M. Stern, Stern Office Furniture; and "Dealing with Substance Abuse among Your Employees," presented by Chuck Miller, Loss Prevention Systems.

A scholarship dinner on Oct. 29 has been organized in honor of Edward W. Whittemore, chairman of the board and chief executive officer, American Brands Inc. All proceeds from the dinner will be donated to NOPA's "Go for a Million" scholarship campaign. The fee for the dinner is $200 per plate.

The opening convention luncheon speaker on Wednesday is Tom Sullivan, author of the book *If You Could See What I Hear*. The blind author is a marathon runner, excellent skier, world class wrestling competitor, and an accomplished musician.

On Thursday, a NOPA General Business Session will be followed by a presentation by Irving R. Levine, NBC News economic correspondent. He will speak on "What's Ahead for the Economy?"

Tom Peters, co-author of *In Search of Excellence*, will speak at the NOPA Convention Breakfast on Friday. Saturday will be highlighted by an annual banquet. On Sunday, a NOPA Sales Rally will be led by Bart Starr, former Green Bay Packer quarterback.

Full registration for NOPA '86 costs $185 on-site, $160 in advance. Exhibit-only registration is $15. For more information, contact NOPA, 301 N. Fairfax St., Alexandria, VA 22314; 703/549-9040.

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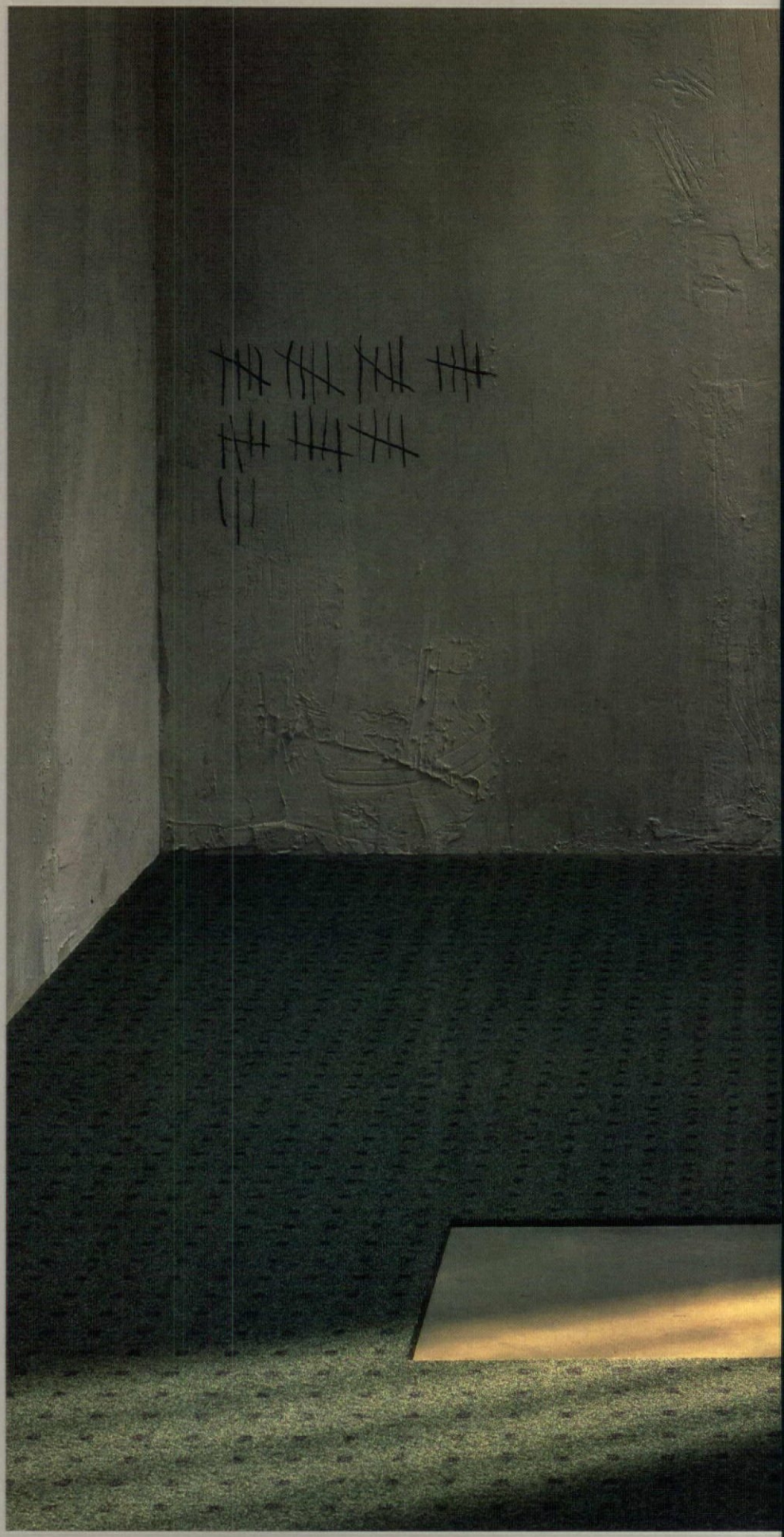
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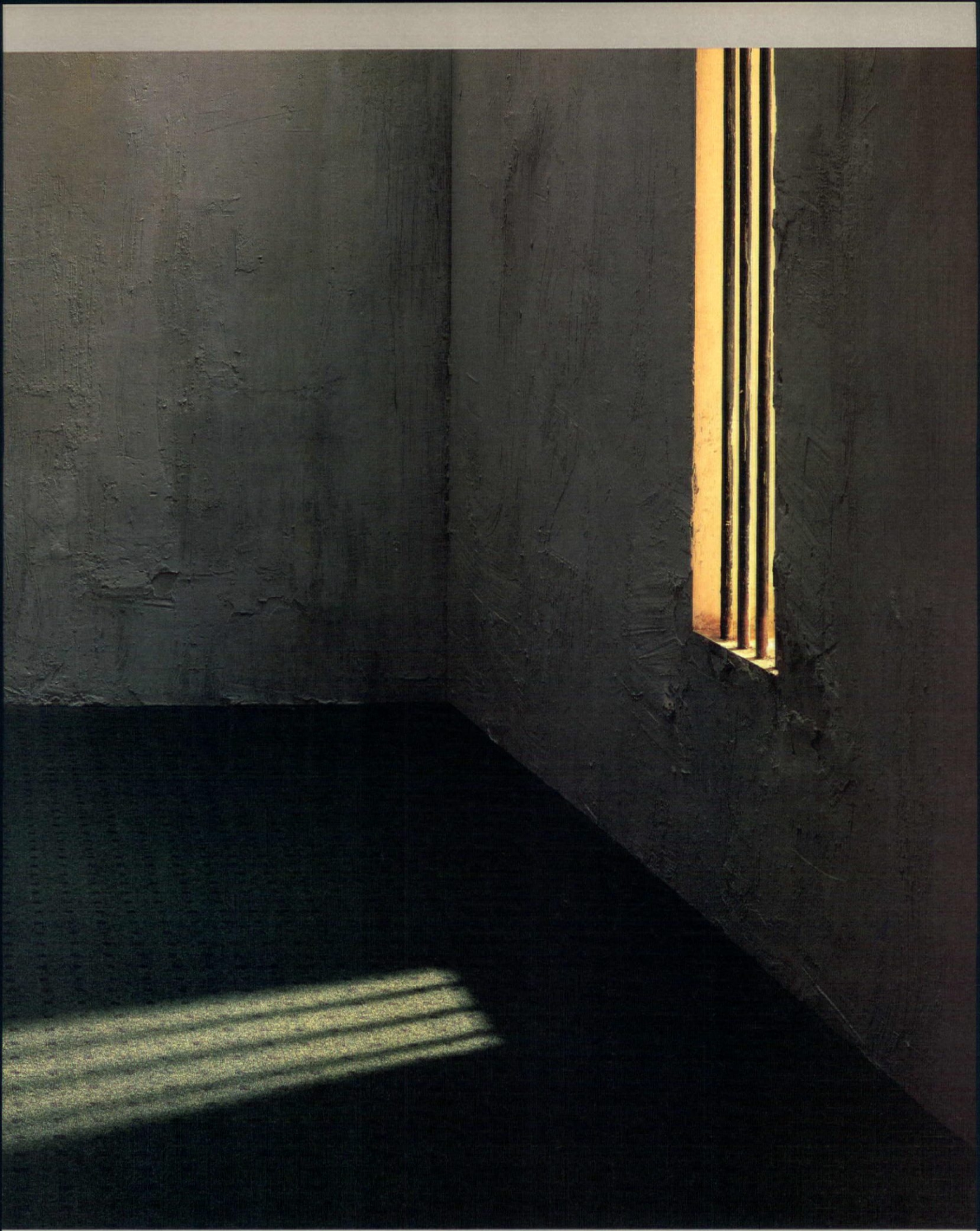
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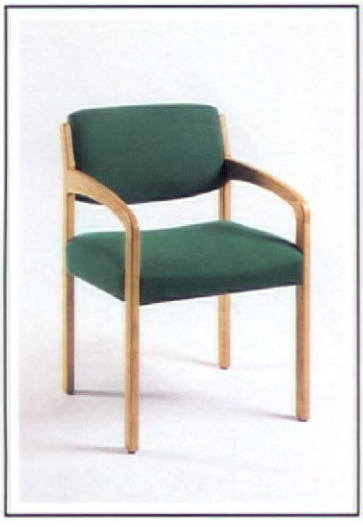
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FACES REFLECT SUCCESS OF NEOCON 18

Most exhibitors stressed technical improvements in existing lines; few new product introductions; traffic spread over more floors



Pictured above is Darrell Stout, Patrician.

All pictures shown below read left to right.







C. Phillip Manche, Spinneybeck; Mitzi Mills, Stratford Hall, Inc.; John C. Bevier, Jofco.

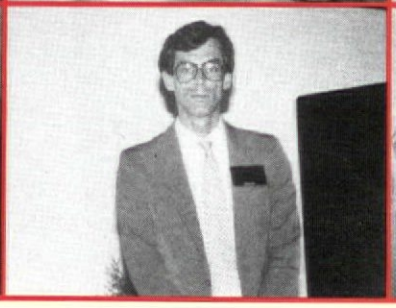






Patricia Kotre, Maharam; Pier Luigi Priori, Unifor Inc.; Jonathan Rosen, Cumberland.







Marcia J. Walford, Modern Mode; Bernard S. Tuohy, Tuohy Furniture Corporation; Barry Baron, Ametex.



Pictured at right (l. to r.) are Lenny Hiler, Peter Layne, Marilyn Rommeny, Marc Rossman, Jeff Layne, all of Arc-Com. At far right is Jack Lenor Larsen for Westinghouse.

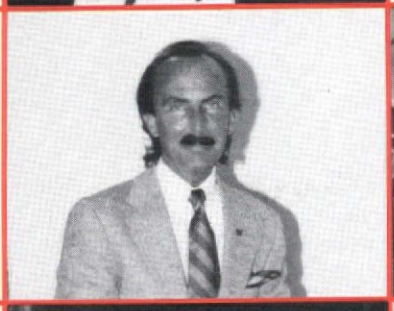


Pictured at right is Paul Munyon, Corry Jamestown Corp., in animated conversation with unidentified executive.



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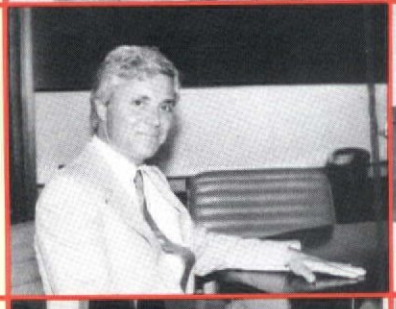
Chuck Saylor, GF; Hank Lowenstein, Lowenstein/Oggo; James Geier and Bruce Reinhart, Niedermaier.







Bill Grecco, iil; Richard Witham, Hardwood House; Jim Stein, Westinghouse.



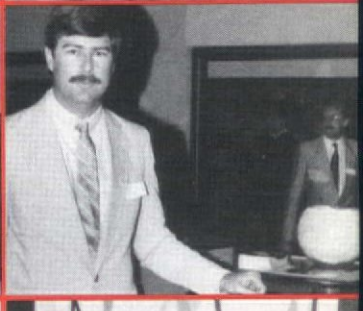




Joel Herrmann, Brayton International; Isabelle Aube and Barry Schneider, Condi; Michael Pepper, Peter Pepper Products.

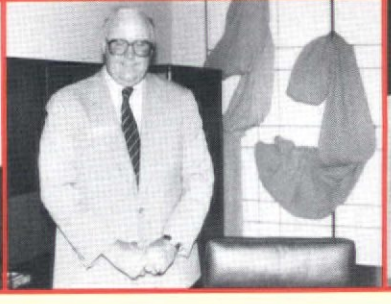






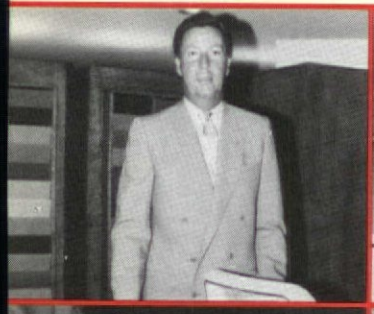
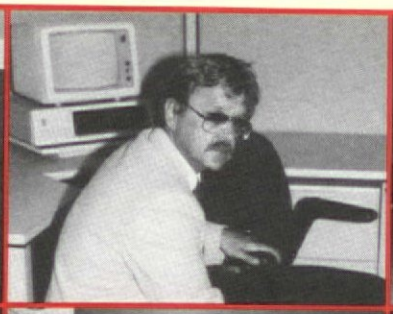
Carlos Lopez-Benitez, F.J. Boling Jr., and Greg Phillips, Boling; Bill Crawford, Stow & Davis; Nelson Wilfore and Edward J. Clark, American Seating.







NEOCON 18 smiles on exhibitors


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William Fox, Samsonite Furniture; Tom Boscoe, Cole/LBF; Don Spitler, R-way.



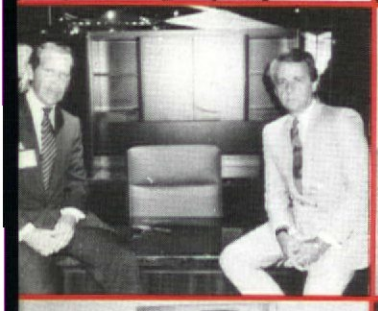



Patricia A. Harter and Charles Crain, Harter; Marcial B. Johnson, and John H. Jacobs, both of Rosemount Office Systems with Carolyn Klem, Robert M. Krellman & Associates Inc.; David Mathison, Lackawanna Leather Company.





Thatcher Rey, Mueller; Ken Book and Don Keith, The Gunlocke Co.; Don Marlowe, Interface.





John Coleman (l.), Harbor Universal Inc. with designer O.J. Hallohan; James Barrows, Trendway; Anthony Vitale, Brueton.



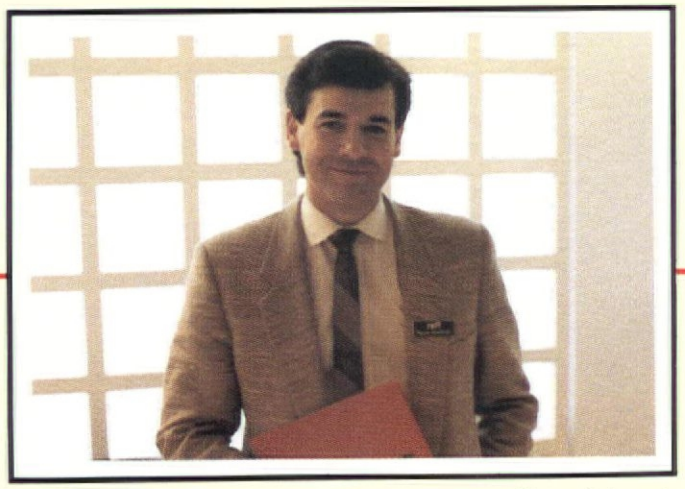


Randy Hollingsworth, Dar/Ran; Tom Hontz and Miriam Sursa, JG; Dick Resch, Krueger.





Bernard Meizer and Keith Gordon, Architex; Ken Zick, Alma Desk; Michael Cameron, Ambiant.



Pictured above is
Ralph Meithner, Reff.

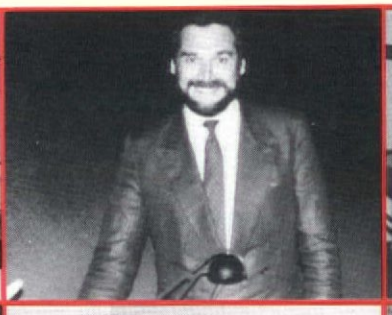


Pictured above is Michael
Benigno, Knoll International.

All pictures below read left to right.

Edward N. Haskell, Haskell; John Nichols, IPI; Stephen Kiviat, Atelier International.







Lorene Losher, Kron; Norman Polsky, Fixtures Furniture; Patrick Mongiello, Thomas Peardon, and Richard Smith, Brunschwig & Fils.







Mike McLean, Kinetics; Allan Rudd, Rudd International; Wade Beam, Wrightline.



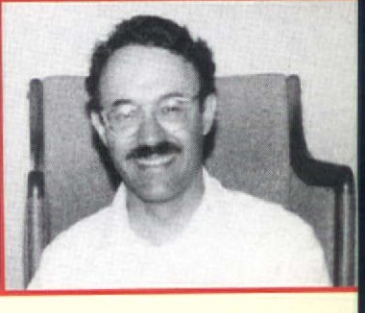


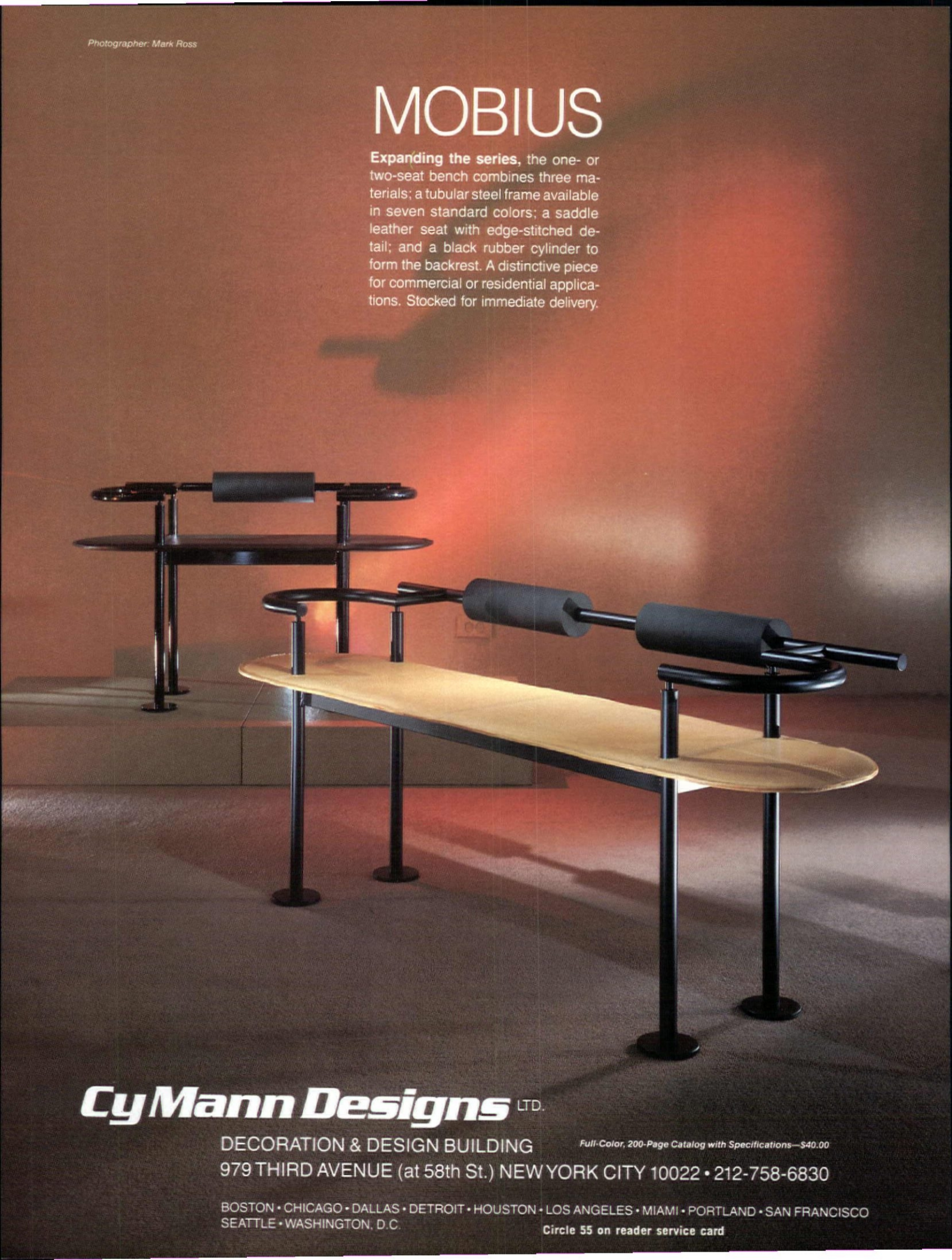


Robert Hunter, Gregson Furniture; Paul H. Witting, Steelcase with Henri Lachmann of Stratfor, Steelcase's European partner; Stephen Gross, Continental Imports.

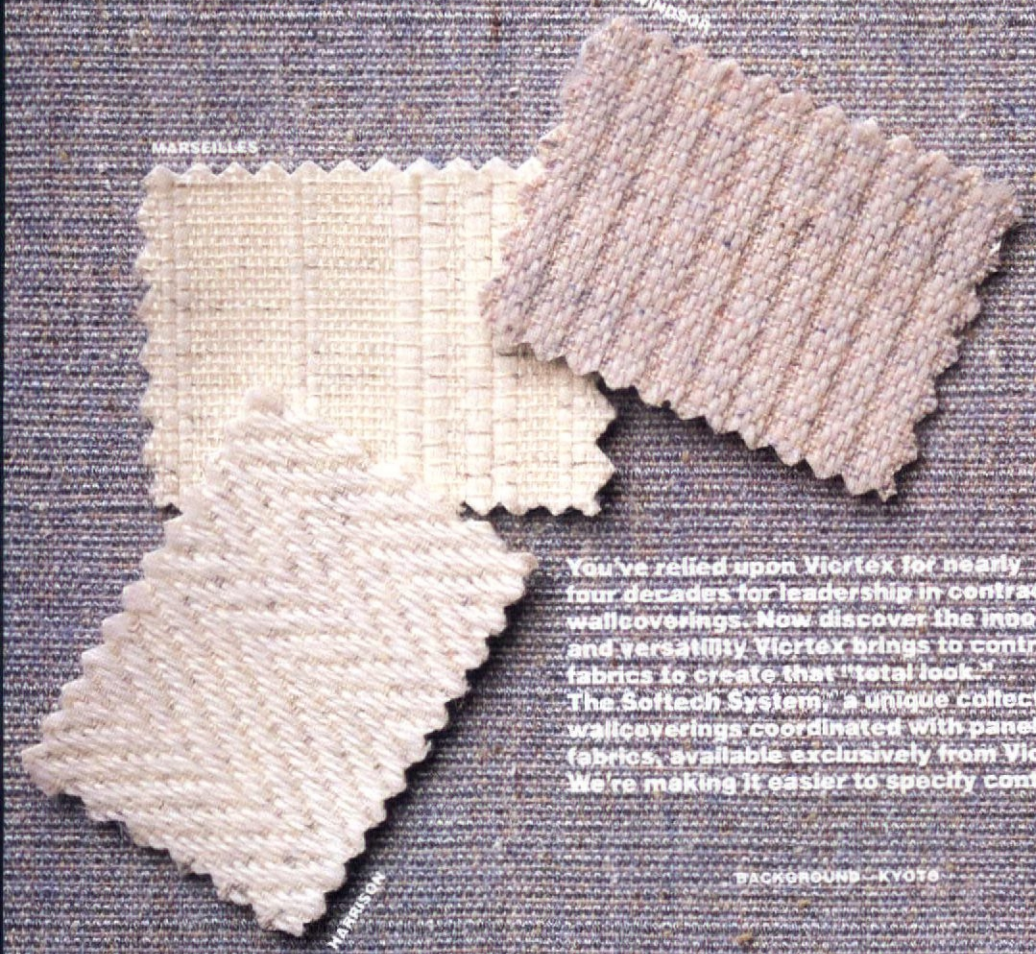







Photographer: Mark Ross
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BACKGROUND—KYOTO

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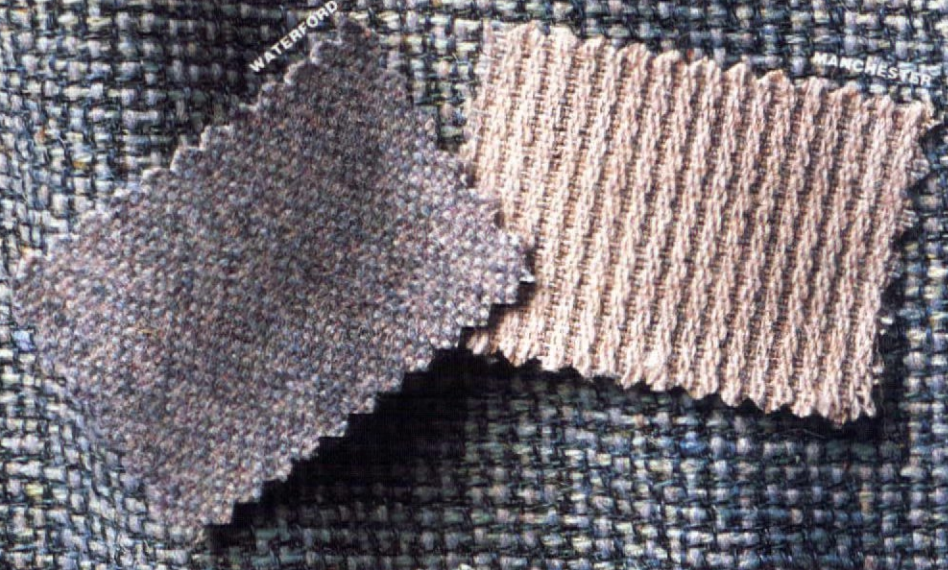
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517.279.8011

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PANEL FABRIC





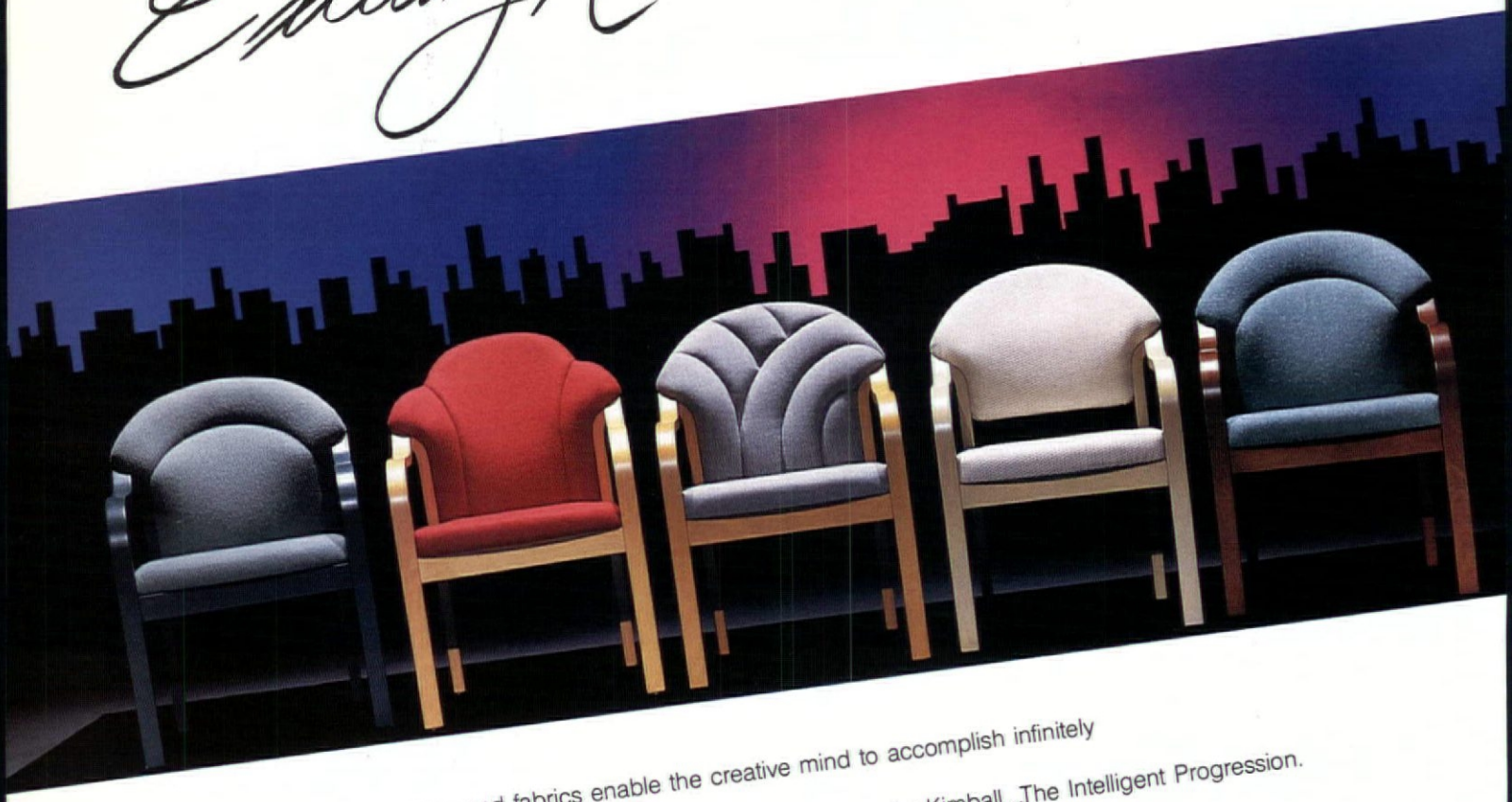
We at Vicrtex believe it is the specifier who nurtures the creative process, not the materials used. With this in mind, Vicrtex created The Softech System. Designed and color styled in-house and manufactured by the leading supplier of panel fabrics, Guilford Industries, it is now possible to coordinate panel fabric with our wallcovering and seating fabrics. We're making it easier to specify contract fabrics!

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BACKGROUND—PORTOFINO

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BACKGROUND – BRIGHTON



Georg Baumann, president, Creation Baumann, explores new fabric colorways with Bob Goldman, president, Carnegie Fabrics (left) in "Creative Room" of plant at Creation Baumann international sales meeting in Langenthal, Switzerland.



Petra is a 100 percent cotton drapery fabric with printed design.

Piega/Palito is unusual fabric of 100 percent cotton that is unique in its construction consisting of hand piping and printing on one side. The fabric is illustrative of Baumann's creative fabric approach and won prizes at two international fabric fairs.



Creation Baumann textiles distributed exclusively by Carnegie

The beauty of fabric design lies in the limitless potential offered by the production process; varieties of fiber, texture, and hand; and other characteristics of fabric which can become opportunities for innovation. Put in the hands of technologists, creative designers, and quality-conscious marketers, fabrics have the potential of capturing the imagination of specifiers across a spectrum of commercial projects.

"For all of these reasons and more," says Bob Goldman, president, Carnegie Fabrics, Rockville Centre, N.Y., "we find Switzerland-based Creation Baumann an ideal source of fabrics for our market. These fabrics are produced by Baumann exclusively for Carnegie in the United States."

Recently, Goldman and an entourage of about 28 United States representatives of his company, were part of a group of over 100 distributors and other personnel from all over the world invited to Switzerland for the Creation Baumann annual sales meeting and 100th anniversary celebration.

Highlight of the event was introduction of new lines of fabrics, a few of which are shown here and distributed in the United States by Carnegie. Creation Baumann has earned a reputation for two particular aspects of fabric production: quality and creativity, as evidenced by prizes it has won at international textile fairs.

New casement fabrics in particular have come in for high praise. "Spot," is a burnout fabric of 50 percent polyester/50 percent cotton, which subtly varies color tones with placement of

Spot is a 50 percent cotton, 50 percent polyester casement fabric that changes colors subtly as color of back-hanging fabric shows through burnout holes. It also won an international prize.





Solito is a fire retardant casement of 100 percent polyester that provides an irridescent look of elegance in both vertical and horizontal stripes. It is shown here in new colorway.

an under-fabric in color behind the spots. "Piega" and "Palito," both 100 percent cotton, are constructed of fine, firmly woven fabric printed on one side and finished with hand-stitched piping work. Depending upon which side is treated, the effect can be completely different.

Irridescent elegant look

"Sempre," "Sur," and "Solito" are three attractive casements of 100 percent flame-retardant polyester that provide an irridescent look of elegance in both vertical and horizontal stripes for application where fire retardancy is a factor. All of the fabrics introduced at Baumann's overseas meeting offer specifiers a wide variation in colorway which can be subtly matched. Several new colors are shown on these pages.

To prepare its sales representatives for field questions, Baumann subjects them to a thorough schooling in dyeing technology, weaving techniques, and specification orientation, after which these textile "students" are given an extensive test. The objective is to "answer questions on the spot to expedite orders," according to Georg Baumann, president.

While Baumann fabrics in the past have concentrated on casements, fabric verticals, and wallcoverings in United States distribution, the company is now developing some lines of wool upholstery fabrics using special patterns now under design.

Linen production has been a mainstay of the company since its inception and fine silks are an important part of the firm's line as well. **Circle No. 290.**



Sur is another casement of 100 percent flame retardant polyester that provides smart stripe look in new colorways.

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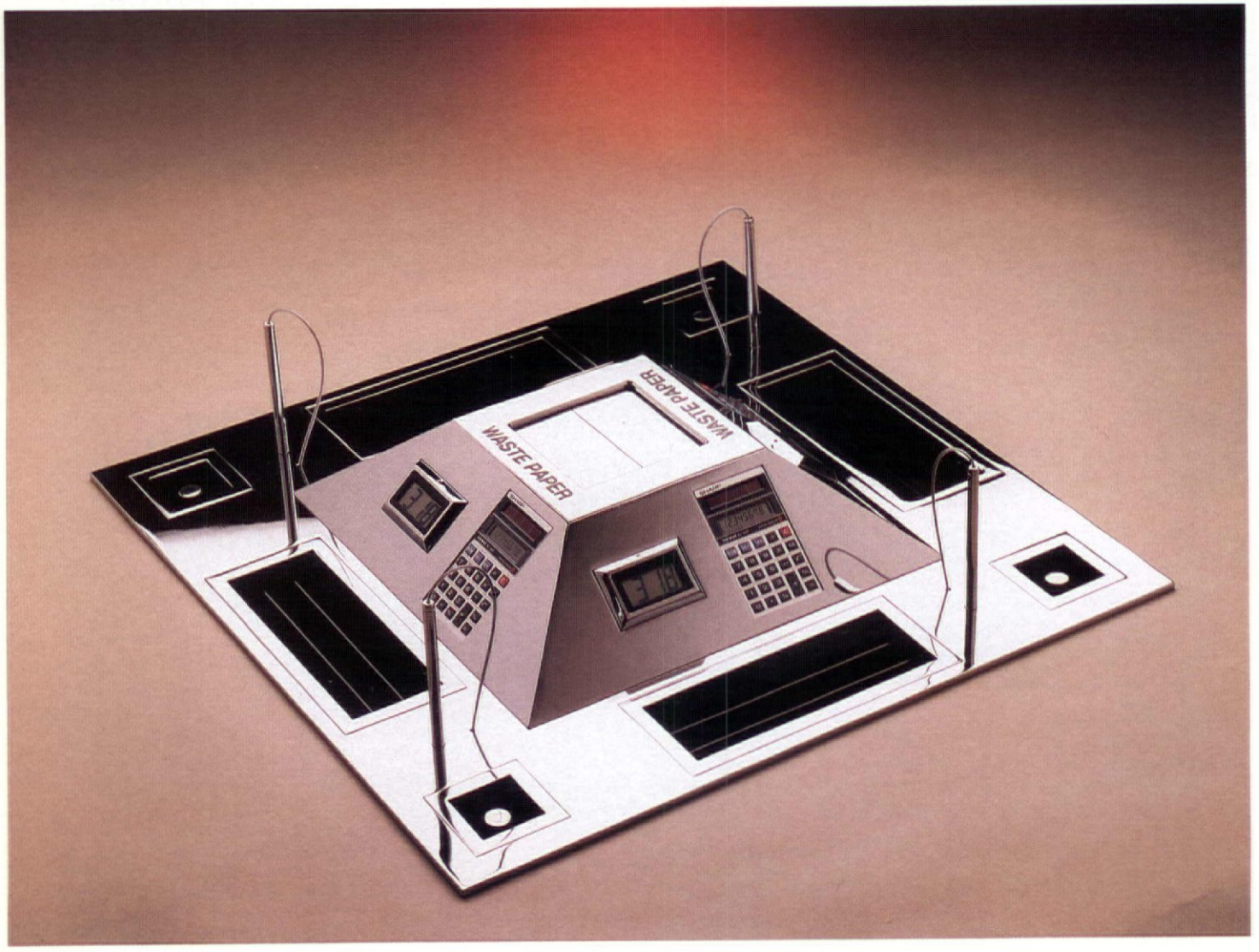
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Check-writing stand module features mirrored chrome finish

Check-writing stand module from Allyn Bank Equipment Co. is made of polished mirror chrome. Standard equipment for Model QS2525 in the Data-Write Series includes four each of digital calendar clocks, solar-powered calculators, ashtrays, forms holders, Allyn "TheftProof" pens, and one lift-off wastedrop cover with attached receptacle and gravity-activated doors.

Option of #24 calendar instead of digital calendar/clock is offered. The unit may be ordered through Allyn's quick-ship program. **Circle No. 289.**

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Marquise Executive Desk
36 x 72" shown in Mahogany finish on Walnut Wood.

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Chicago Reception Area
with center drawer and stationery cabinet return. Shown in Natural Oak.

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Bernhardt chair evokes Strasburg

Bernhardt Industries' new Strasburg chair is a contemporary refinement of a traditional European design. Crafted of maple hardwood, it is available in a variety of finishes.

The chair is offered in four configurations: slat-back; all-wood; upholstered open back; and fully upholstered closed back. **Circle No. 268.**

Photo by Dan Lenore



Neo-Classic Wool Drapery Collection • Designer's Saturday • A&D Building, 9th Floor.

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Lyre-back chair features solid cherry wood

Traditional Chippendale armchair from Bright Chair Company with a lyre-back design is made of solid cherry wood. The chair is available in mahogany finish (shown) or a variety of walnut finishes.

It can be specified in all Bright fabrics or C.O.M. fabrics. A model with a lower back and an armless side chair version are also available.

Circle No. 267.



Designer's Saturday
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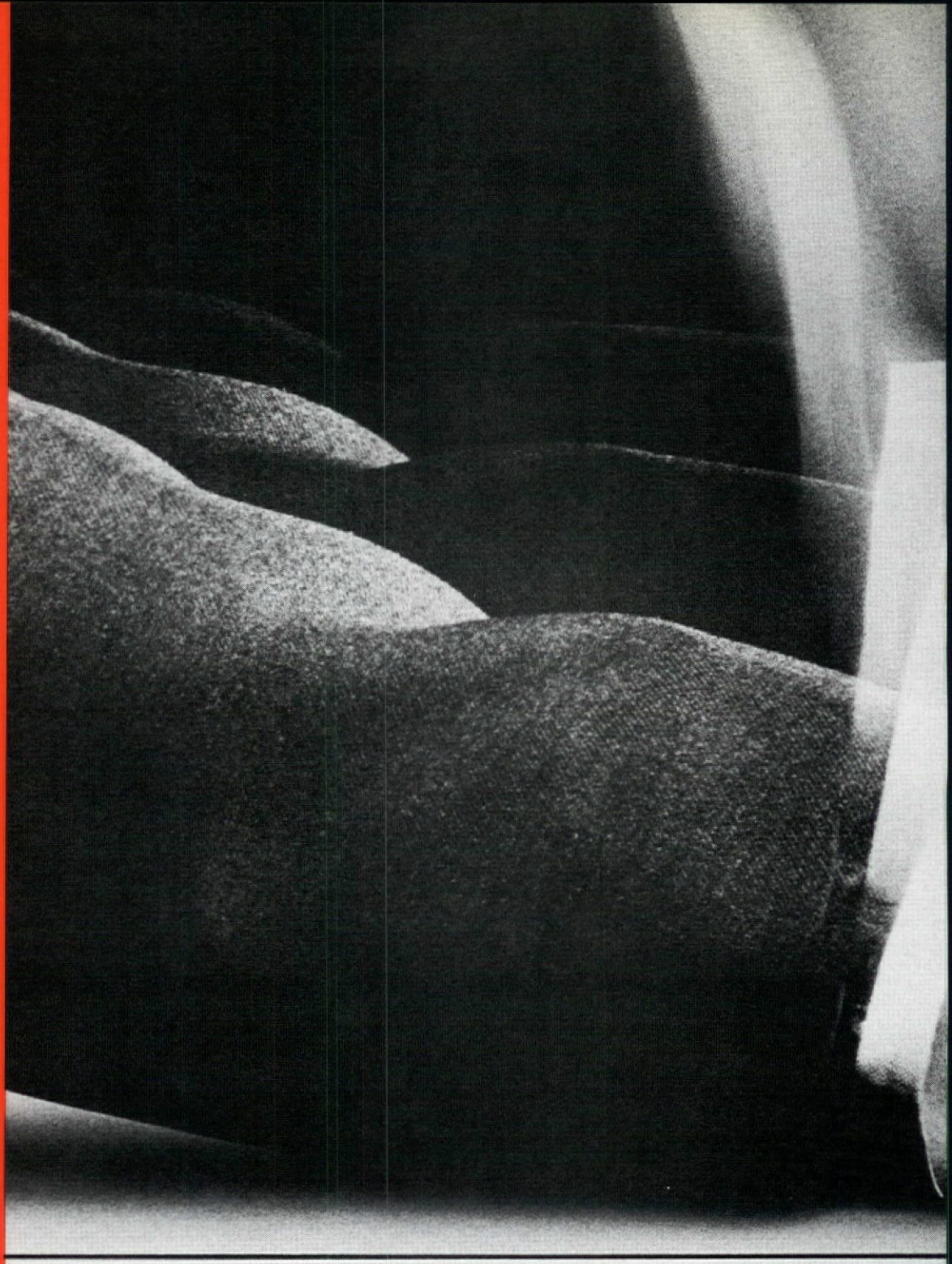
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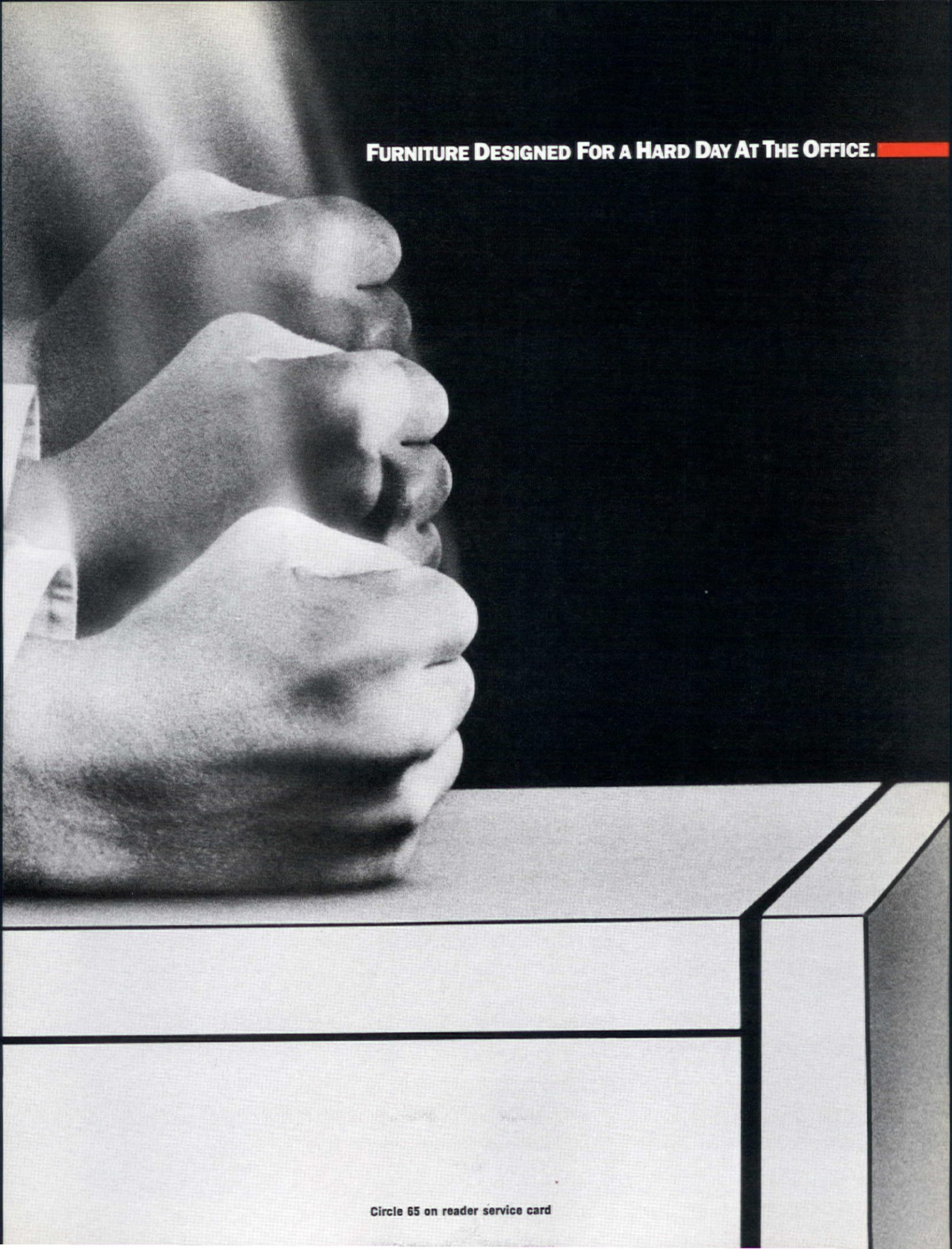
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Circle 65 on reader service card

Rudd International expands textile line

More than 1,000 contract fabrics are available from Rudd International Corp., which is further expanding its line. In addition to traditional wool weaves, Rudd is embarking on a series of modacrylic and nylon blends. New styles emphasize small scale patterns with coordinating solids. The Graphics collection, introduced at NEOCON, offers three-dimensional patterns that are reminiscent of etchings.

Shown (top) are new wool fabrics that may be used as wallcovering or upholstery. All are 100 percent wool. They are Renaissance, Dibruka and Georgetown, available in 15, 9 and 20 colorways, respectively.

Also shown (below) are samples from the Haiku II collection. Made of 100 percent virgin wool, the fabrics are offered in iridescent colors and deep jewel tones. They are available in 12 colorways.

Rudd stresses that while the new fabrics represent a new direction, they have been designed to coordinate with existing lines. **Circle No. 296.**







The Dorsal Managerial—

The chair for hard work and long hours.

The Dorsal Managerial chair articulates with a person's body, providing support in all positions automatically, without buttons to push or levers to pull. Its engineering is deftly concealed, however, by its clean styling. And for what has been honored as "an excellent amalgam of science and design," it's surprisingly economical.

It was designed by Emilio Ambasz and Giancarlo Piretti for OPENARK® BV, and is produced and distributed in the U.S. under exclusive license from OPENARK by Krueger. For details, write to Krueger, P.O. Box 8100, Green Bay, WI 54308 or call 414 468-8100.

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It's the Dorsal Managerial chair – the ideal chair for burning the midnight oil.

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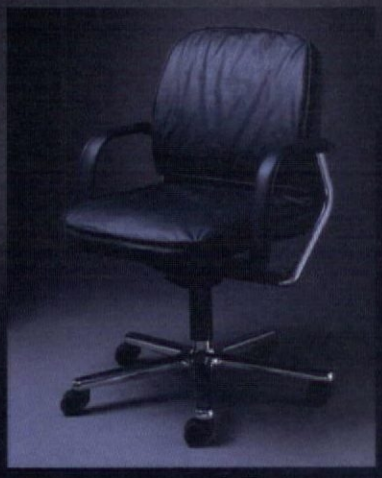


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Carpet collection moves beyond custom confines





Photography by Jon Miller, Hedrich-Blessing

Firenze, a carpet collection offering carving and other custom features, is now available for mass production from Bentley Mills Inc. Introduced during NEOCON 18, Firenze includes Milano, a 6-in. carved diamond pin dot pattern; Excelsior, a 3-in. carved diamond pin dot pattern; and San Marco, a block design with carved accent.

All Firenze products are made on Bentley's technologically advanced Video Velva Weave machine. Made by Tuftco Corp., the machine permits control of pile height to produce multi-level effects in loop and cut-pile carpets. Specially developed, pre-dyed Antron III nylon yarns combine with a unique finishing process to give carpeting a wool-like luster.

"The product Bentley is now tufting was previously either hand-done or woven," says company president Phil Wexler. "It was a specialty item not available for mass consumption."

Adds Jack Mishkin, executive vice president, "Video Velva Weave permits control of pile height, but we have gone beyond that by developing special yarns that offer a wool-like appearance."

To create its product, Bentley burns carpet designs into a computer chip. This chip is then fed into a computer attached to the tufting machine. Patterns are tested by running several feet of carpet. Design adjustments can be made simply by burning new chips rather than having to re-thread the weaving machine.

"Designers can now order multiple patterns and get carving," notes Flori Zink, director of product styling. "Carving was previously prohibitive because of the lengthy processes involved. It was specified on a very limited basis. Now, however, it can be widely applied." **Circle No. 295.**

Futura

Executive/conference chair in your choice of Cumberland leathers

Swivel/tilt, automatic seat height adjustment

Design: Rodolfo Beretta



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Design: Ray Zimmerman

H A Y E S

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200 Plus. Designed by Jim Hayward. Kinetics is a registered trademark of Kinetics Furniture 1986.

PEOPLE/NEWS



Aube

Isabelle A. Aube (shown) has been promoted to the position of national marketing manager, Condi.

David Whiteman was recently named senior vice president and corporate director, facility programming, Hellmuth, Obata & Kassabaum, Inc. (HOK) in St. Louis. **David A. Chassin** will assume Whiteman's previous position as director of facility programming.



Morgan

Harriet Morgan (shown) was promoted to the position of regional manager, Atelier International. Her territory includes California, Arizona, Nevada, and Hawaii. Also at Atelier, **Kenneth J. Kirk** has joined the firm as southwest regional manager.



Leahey

Theresa M. Leahey (shown) has been named manager of business development for the Pittsburgh office of Oliver Design Group, a full service facilities planning/interior design firm with offices in Pittsburgh, Cleveland, and Tampa.

Mega-Erg Inc., a privately funded research and development organization for improvement of the workplace has been organized by **Lawrence Lerner,** and is under his direction in Beveley Hills, Calif. Lerner is chairman emeritus of Environetics International, Inc.



Bialk

Jaine Marie Bialk (shown) has been appointed director of interior design of O'Donnell Wicklund Pigozzi Architects, Inc., Northbrook, Illinois.



Hutchins

C.W. "Bob" Hutchins (shown) has been appointed vice president of product and merchandising of Hollytex Carpet Mills, Inc.

Anne Blake has joined The Ehrenkrantz Group of architects, planners, and interior designers as director of interior design.



Rambo

John Sundquist has been appointed chief operating officer and manager of Donghia Showrooms located in principal cities throughout the United States.

Virgil A. Rambo (shown) has joined Corry Jamestown Corporation as director of marketing services.

Carnegie

Circle 71 on reader service card.

IDCNY

Mark your calendar. Make your plans now. You won't want to miss a minute of the Grand Opening of The International Design Center, New York, and New York's all-important market, Designer's Saturday.

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Pre-register now by writing IDCNY Grand Opening, 919 Third Avenue, North Plaza, New York, New York 10022, 212/486-5252. Make your travel and hotel arrangements now by contacting Barbara Weltman at Dunwell Travel Ltd., 800/428-6677.

This October, be a part of IDCNY's non-stop celebration.

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pace

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DESIGN ENGINEERING



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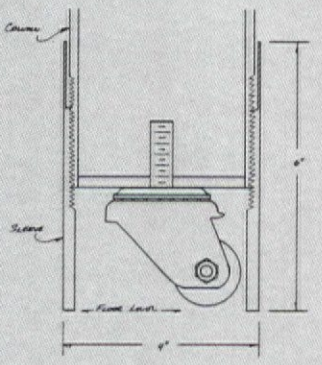
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PEOPLE/NEWS

Pouliot Designs announced its completion of a licensing agreement with Alzayani Investments. W.L.L. Pouliot Designs Corporation of Shakopee, Minn. is a subsidiary of Thomas Industries of Louisville, Ky. The company designs and manufacturers artificial trees, plants, and floral arrangements.

CONFERENCE BASES





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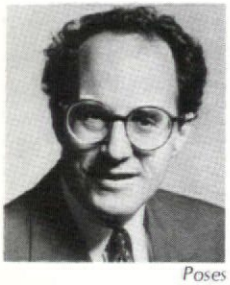
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Dauler

Karen Dauler (shown) has been named director of interior design at Clark Tribble Harris and Li Architects.

John Doll has been appointed vice president of international operations of CPG International, an Irvine, California-based holding company with interests in the graphics and art industries.



Poses

At Merchandise Mart Properties, Inc., **Thomas M. Kennedy** has been named executive vice president, and **Bennet B. Harvey Jr.** has been named general counsel.

Frederic M. Poses (shown) has been named president of Allied-Signal's fibers division.

Peter Radakovich was appointed vice president, finance and administration for Haskell of Pittsburgh, Inc., a manufacturer of steel office furniture.

Raul Nunez was promoted to executive vice president, Walker Group/CNI, a leading architecture and design firm specializing in retail projects.

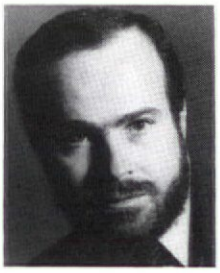
Haines Lundberg Waehler has announced that these three members of its Interiors Group have been promoted to senior staff specialist: **Susan L. Boyle** (shown), **Emiliano Castro,** and **Diedre M. Torney.**



Boyle

John W. Gilreath has joined Marathon Carey-McFall Company as regional sales manager, Bali Components and Contract for the Atlantic region.

Coral of Chicago has announced the addition of four salespeople to its firm. **Stan Nathanson** and **Robyn Brant** are two new representatives serving the southern California area. In the Dallas region, **Jeffrey Laird Benjamin Lindsey** is the new rep, and **Nancy Purdam-Hall** is covering Minnesota, Wisconsin, Iowa, and the Dakotas.



Kordaris

At Knoll International, **George Kordaris** (shown) has been promoted to vice president, corporate sales and development. Also, **Lee Pierce** has been named vice president, regional manager, New York, and **Dan DeClercq** has been promoted to regional manager, New England. And, **Joyce Clark** has been named director of public relations at Knoll.

Steve Raniszewski was appointed assistant contract sales manager, Seabrook. Also, **Burgess Hocevar** has been named corporate sales director, and **James Schiltz** and **Michael W. Caruso** has joined the firm as sales representatives for Wisconsin, and the southwest regions of Louisiana and Texas, respectively.

Dennis Beauregard (shown) has been named design director of Yale & Frances Forman Designs.

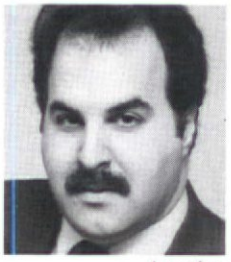


Beauregard

William G. Harlan has been named new president of the Kinder division of Congoleum Corporation.

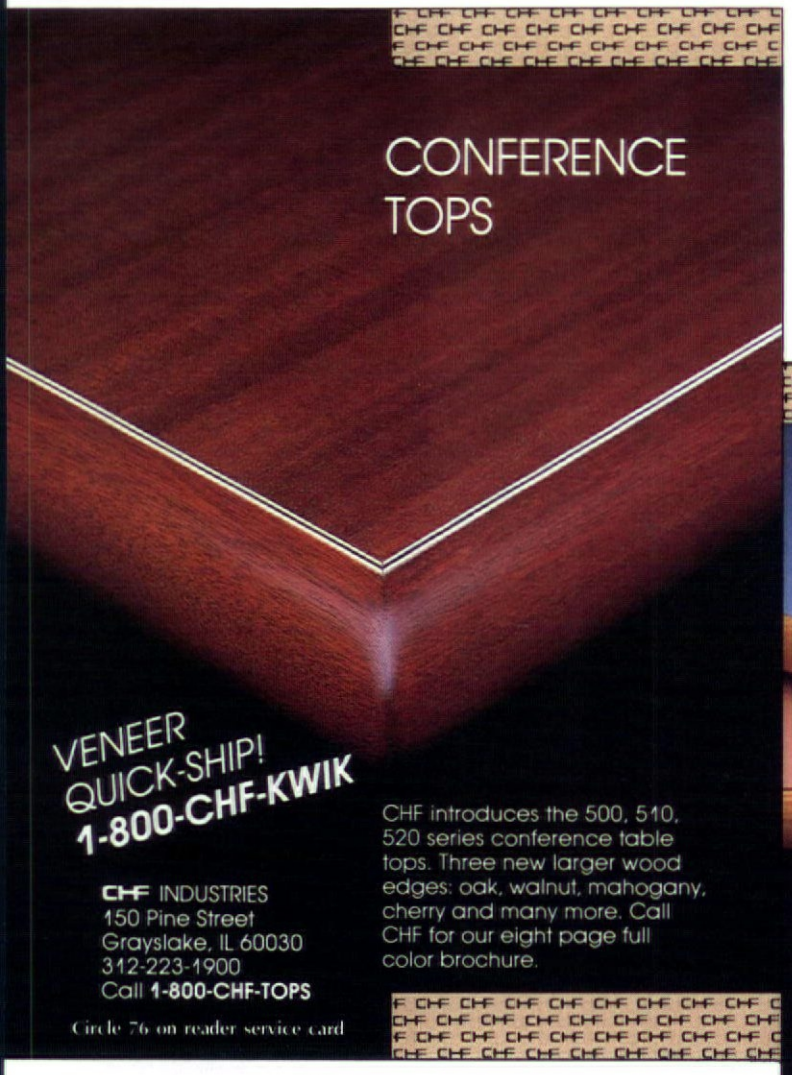
William Smith has been appointed vice president and director of design at Professional Designs Incorporated, an interior architectural and space planning firm located in Boston.

Paul Lavenhar (shown) has joined Radley Resources, Inc. as public relations associate, and **Laurie Enoch** has joined the firm as marketing research/public relations associate.



Lavenhar

William P. Crawford was named president of Stow & Davis Furniture Company, a division of Steelcase Inc. Also, **Bill Robinson** has been promoted to assistant manager, marketing communications for Steelcase Inc. And, **Susan Stern,** the firm's public relations consultant for the past five years, has assumed all design media responsibility for Steelcase and Stow & Davis.

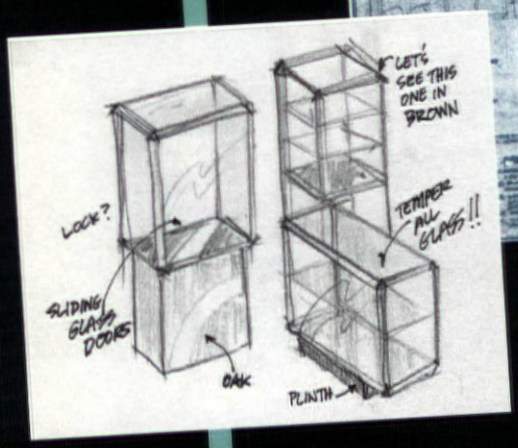


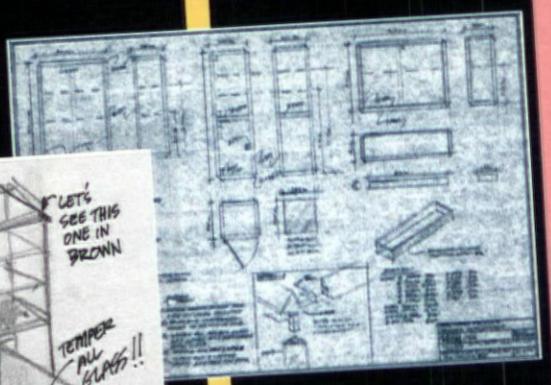
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Three new employees have recently joined the staff of FORMA, an 85-person interior design, facilities planning, and contract purchasing firm headquartered in downtown Seattle. **Chris Chapman** joined the firm as account manager; **Marnie Nelson** assumed responsibilities of marketing coordinator; and **Cindy Mennela** joined FORMA's purchasing division as senior buyer.







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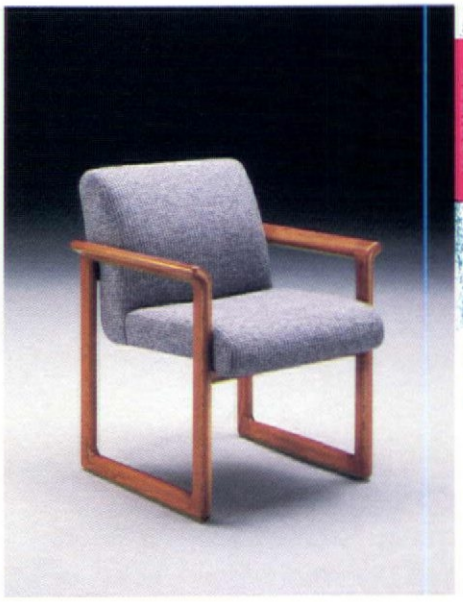


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EURO



HORIZON

Designer's Saturday

I D C N Y

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C E N T E R 2



AURORA

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DARR/RAN

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1986

September 14. Open House. Decorative Center of Houston, Houston, Tex.
September 18-19. Contract/residential market and design conference. International Market Square, Minneapolis, Minn.
September 21-26. American Consulting Engineers Council & Engineering Foundation. Miramar Hotel, Santa Barbara, Calif.
September 22-25. Users Group symposium on office furniture issues. Grand Rapids Marriott, Grand Rapids, Mich.
September 28-October 3. Fall Showroom Show. The Los Angeles Mart, Los Angeles, Ca.
October 5-7. Color Marketing Group Fall Membership Meeting. Park Plaza, Boston, Mass.
October 8-11. Design New York 1986. New York, N.Y.
October 9-11. Designer's Saturday. New York, N.Y.
October 13-15. World of Window Coverings West. Anaheim Hilton and Towers, Anaheim, Calif.
October 26-29. International Facility Management Association's (IFMA) Seventh Annual Conference & Exhibition. ExpoCenter, Chicago, Ill.
October 28-31. National Office Products Association (NOPA) Convention. McCormick Place, Chicago, Ill.
October 29-31. Conexion Market. Atlanta Market Center, Atlanta.
November 2-5. International Hotel/Motel & Restaurant Show. Jacob K. Javits Convention Center, New York, N.Y.
November 7-9. Design Houston. Interior Resource Center, Houston.
November 7-10. Capital Design Week. The Washington Design Center, Washington, D.C.
November 13-14. Computer-Aided Design & Facilities Management Conference. Marriott Marquis, New York, N.Y.
November 20-22. WOODTEC '86, The Woodworking Industries Technical Conference, Pasadena, Calif.

Foreign

September 18-23. International Furniture Exhibition, Milan, Italy.
September 18-23. 11th Euroluce. International lighting exhibition. Milan, Italy.
September 23-28. International Furniture Exhibition of Valencia. The Fair Palace, Valencia, Spain.
September 30-October 3. Decorex. Kensington Exhibition Centre, London, England.
September 30-October 5. Cersaie 1986, 4th annual trade fair for ceramic tile and bathware. Bologna Fairgrounds, Bologna, Italy.
October 2-4. International Interior Design Exposition (IIDEX). Metro Toronto Convention Centre, Toronto, Canada.
October 3-6. Third Annual Canadian International Furniture Show. Montreal, Quebec.
October 16-21. Orgatechnik, 6th annual office trade fair. Cologne, West Germany.
October 18-26. 10th International Biennial of Interior Design Creativity. Kortrijk, Belgium.
October 21-24. Eurgodesign 86, The Evolution of the Electronic Workplace. Montreux, Switzerland.
November 1-19. Technhotel; 23rd International Exhibition of Installations, Facilities & Equipment For Hotels, Restaurants. Genoa, Italy.
November 9-12. International Furniture Show. National Exhibition Centre, Birmingham, England.



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An appetite for good design isn't satisfied by looks alone. Of course, among Tropitone's award-winning designs, you are sure to find one to suit your client's requirements. But style is only the beginning of what we have to offer.

We're positively vigilant about the quality of our materials, and we pay attention to every detail of our construction. Take the way we attach our vinyl straps (fig. 1). We

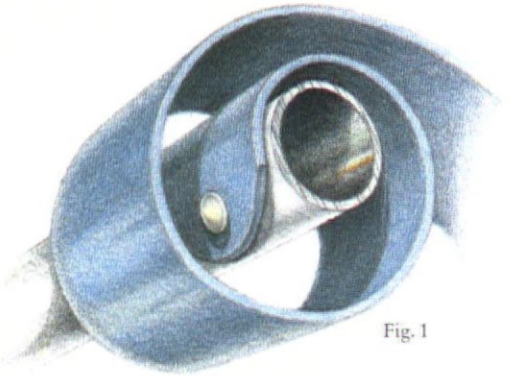


Fig. 1

fasten them with nylon rivets and then wrap them twice around the frame. They don't come loose. They don't fall off. Maybe that's why our competitors have all changed over to the same technique.

Our glides (fig. 2) are made of the toughest nylon available. Some people make just one kind of glide, regardless of the angle of the leg. But we make glides to fit the furniture design, so they offer better protection.

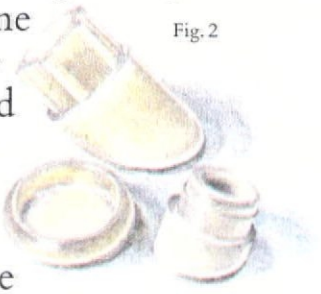


Fig. 2

We think about all the details. All you have to think about is which design best reflects the quality of your client's operation. There's a lot more we can tell you about Tropitone; what we've said here is just to whet your appetite.

For information on the East Coast, phone 813-355-2715, or write P.O. Box 3197, Sarasota, FL 33578. On the West Coast, phone 714-951-2010, or write 5 Marconi, Irvine, CA 92718.

tropitone

Probably the finest.

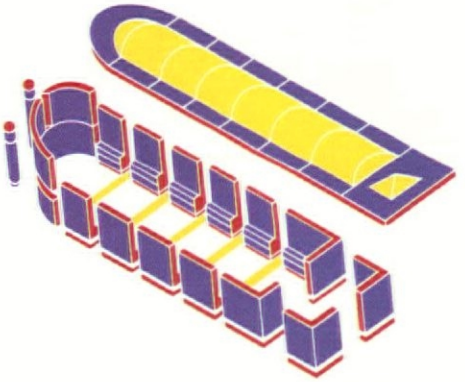
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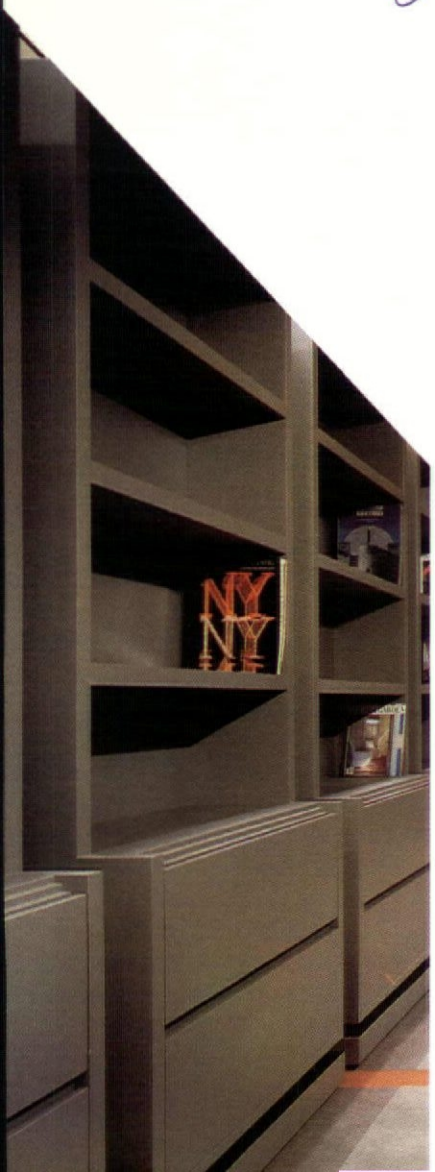
The Preferred Resources Group is a consortium of manufacturers organized to advance commercial interior design through ground-level interaction with and support of the contract designer. It includes GUILFORD INDUSTRIES, INC. (textiles); HALO LIGHTING; S. R. WOOD, INC. (wallcoverings); and RALPH WILSON PLASTICS COMPANY (WILSONART® decorative surfacing materials). Portfolio '86 is the first design project involving the consortium.



ABOVE: HALO track lighting illuminates the 'pyramid' ceiling. Recessed incandescent downlights create 'columns' between the bookcases. S. R. WOOD 'string paper' wallcovering accentuates the vertical dimension of the library.

Literary Passage





The Portfolio '86 Zones.

Creating a library/research area in the unusual setting of Portfolio '86 posed enough problems for designer Stewart Skolnick.

But a library/research area designed to fit in an office corridor?

That was the challenge facing Skolnick in the Public Relations/Media Zone of McKone & Company, a Dallas-based advertising and marketing agency.

Despite the library's location in a high-traffic area, Skolnick had to create a sense of privacy for users. He accomplishes this through an elongated design that places the library's work area at the opposite end of a single entryway.

"The illusion of depth," Skolnick explains, "is created by accentuating the vertical dimensions of the area."

The illusion is formed with a stretch ceiling of GUILFORD hobnail fabrics, creating a pyramid, a barrel vault and a half-dome over the library area. Adjacent panels are also wrapped with hobnail to produce a coffered ceiling. And GUILFORD Black Venetian Wool drapes library entries, adding shadow drama.

S. R. WOOD 'string paper' wallcovering on the flat wall surfaces adds further depth to the design.

'Illusion' gives way to 'allusion' in the library bookcases and freestanding furniture.

"We allude to successful ancient designs through the use of specific materials," says Skolnick. "Shadow Millstone laminate from WILSONART makes reference to stone ruins. HALO track lighting 'activates' the fabric pyramid. And recessed down-lighting between the bookcases creates 'columns' of light within the space."

To achieve these effects, Skolnick worked closely with the manufacturers of the Preferred Resources Group, sponsors of Portfolio '86. He visited their facilities and established a close rapport with their product development personnel.

That rapport is the key to Skolnick's creation: a design fit for a highly provocative showcase.

And a library fit for a hallway.



AN OFFICE DIVIDED

'Use Zones' Challenge Design Dogma At Portfolio '86.

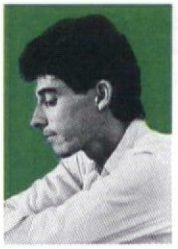
Five unique designs by five highly respected contract designers — all incorporated into a single office environment. That's the setting for Portfolio '86, one of the most provocative designer showcases in recent memory.

'Provocative' because it challenges a number of accepted design principles: first, by dividing a 20,000 square foot corporate office into five 'use zones', and assigning a different nationally recognized designer to each; and second, by instructing each designer to develop his/her zone without regard to the plans of the other designers.

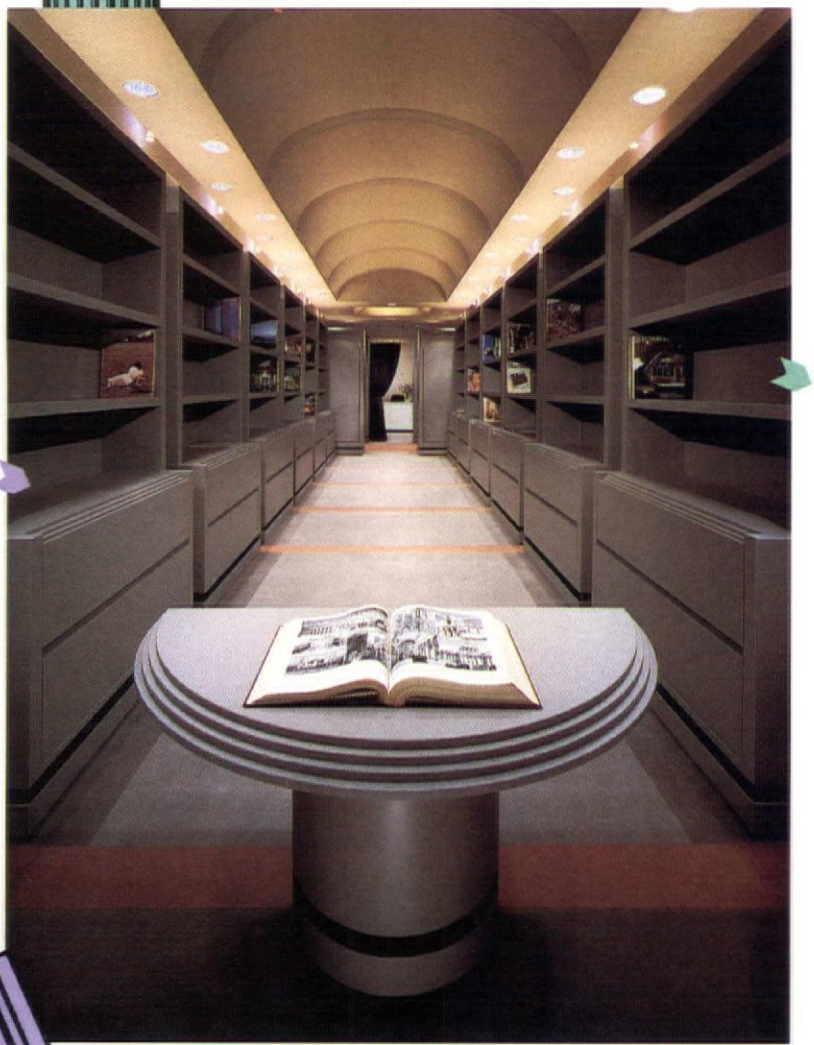
What makes this showcase work — and work well — is the unusually close relationship between the designers and their shared resources: the manufacturer consortium known as the Preferred Resources Group.

By utilizing the same group of manufacturers (and working closely with them to develop custom products for each zone), the designers were able to combine five individually stunning concepts into one surprisingly well-integrated corporate identity.

Portfolio '86 is proof that an office divided can indeed stand — with the help of Preferred Resources.



Stewart R. Skolnick, ASID, principal of Stewart R. Skolnick Associates, designed the Public Relations/Media Zone for Portfolio '86.



ABOVE: The illusion of depth is created by a half-dome ceiling of GUILFORD hobnail fabrics. Ceiling tiles are covered in the same fabric. Bookcases and freestanding furniture utilize WILSONART Shadow Millstone laminate, inlaid with Polished Black Aluminum Decorative Metals.

GUILFORD
FABRICS
HALO
LIGHTING
S.R. WOOD
WALLCOVERINGS
WILSONART®
SURFACING

Donn Corporation: Ceiling
Millwork fabrication: Bisch Bros., Woodwork by Design
Timco: Doors
Architectural Fabric Systems: Stretched fabric ceiling

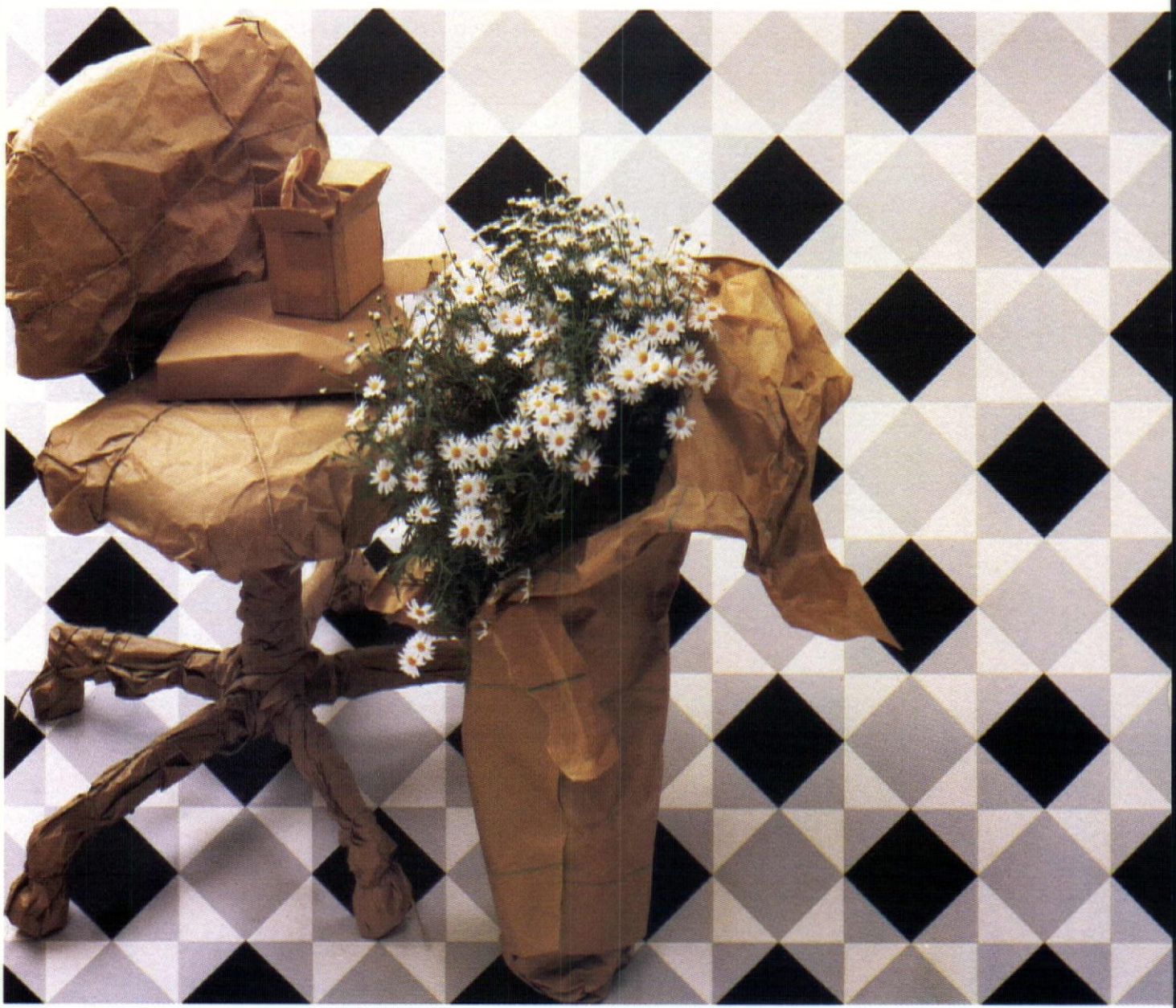
PREFERRED RESOURCES
Portfolio 1986

©1986, Preferred Resources Group

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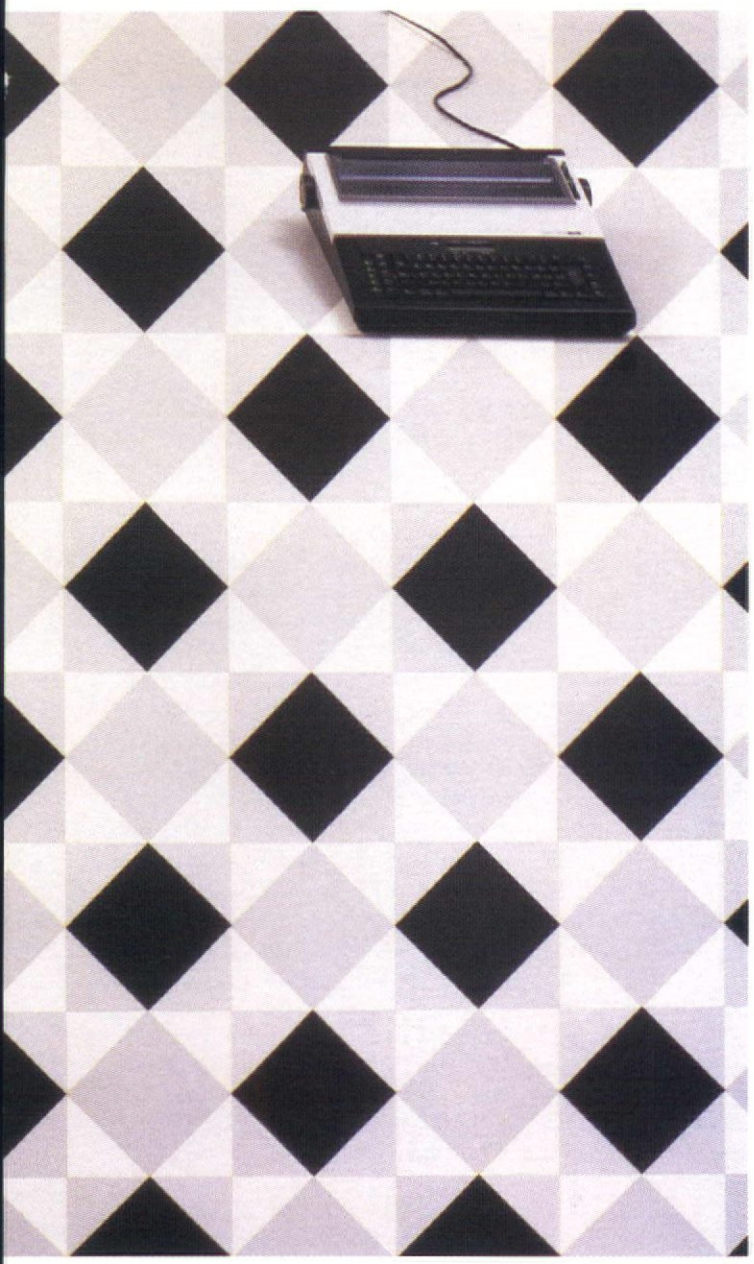
19TH DESIGNER'S SATURDAY WELCOMES FOUR TEXTILE FIRMS FOR TOTAL OF 57 MEMBERS

Upwards of 15,000 specifiers expected to jam showrooms in Manhattan & Long Island City for most ambitious program yet



Contract, September 1986

EXECUTIVE BUYER EDITION
Bonus Circulation:
5,000 bank presidents
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Founder of Designer's Saturday Fred Seeman, Helikon president, once described the evolution of New York's annual October market event as a case of "controlled growth." Now in its 19th year, Designer's Saturday expansion has been gradual, but strong, so that 57 companies (including four new textile firms), now make up the Designer's Saturday membership roster.

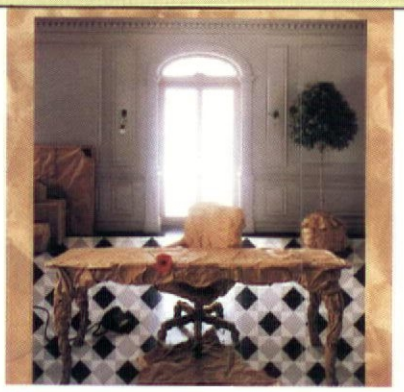
Jack Lenor Larsen, Donghia Textiles, Maharam, and Stroheim & Romann joined the event's ranks this year. A Designer's Saturday map included on the following pages indicates member showroom locations in midtown as well as in Long Island City at the International Design Center, New York (IDCNY), across the East River. The Center celebrates its grand opening during this year's market where some 26 Designer's Saturday members have, or are planning to open, showrooms. (Feature coverage of IDCNY can be found in this section.)

Literally thousands—some estimates go as high as 15,000—architects, interior designers, facility planners, and other specifiers will flow into Manhattan for three days of showroom visits, seminars, social events, and parties that make Designer's Saturday the premier market on the East Coast, according to New York's mart management.

For many designers, the event is an opportunity to see old friends from school and early career days, and to get caught up on all the news about the design industry. For others, the ability to visit showrooms in an unhurried manner is the big draw. Then, there's the lure of Manhattan for three days of endless Broadway shows, museums, and restaurants that will satisfy the most esoteric palettes. Whatever the attraction, the heart of the event is the contract market and products displayed in showrooms.

Mart buildings have extended openings

Three of the major design buildings—Architects & Designers Building (A&D), Decorative Arts Center (DAC), and IDCNY—will open on Friday evening, October 10, as will one showroom outside these locations—the Harter Corporation, located at 4 West 58 St., which celebrates with cocktails, hors d'oeuvres, and entertainment. The extended evening opening will occur from 5 to 7 p.m., permitting designers to stop by after regular work hours to see more showrooms and socialize. Shuttle buses will be operating throughout Friday evening to carry passengers from IDCNY's satellite office at 919 Third Avenue in Manhattan to the Long Island



DESIGNER'S SATURDAY

A museum preview & reception scheduled

City complex on the other side of the 59th Street bridge, where the "Forty under 40" seminar takes place.

While the event is named after the sixth day of the week, Designer's Saturday consists of three days of activities, including seminars and important receptions. There is also a pre-Designer's Saturday event on Tuesday, October 7th sponsored by the Resources Council. This "Design New York Market" opening reception at Tavern on the Green on Central Park West at 67th Street, takes place from 6 to 8 p.m. Admission tickets are required and can be secured from the Resources Council by phoning 212/752-9040.

Facilities Management Day, Thursday, October 9, kicks off Designer's Saturday. Showrooms will be open from 9 a.m. to 5 p.m. and will feature lunch at 12 noon. Four one-hour presentations (see schedule on these pages) will be held at participating showrooms, beginning at 9 and 10 a.m., in addition to 1:30 and 3:00 p.m. Admission tickets are not required for seminars.

Receptions sponsored for design professionals

Opening day will be topped off by a cocktail reception from 5:30 to 7:30 p.m. for facilities managers and designers at The Equitable Tower Employee Dining Room, 50th floor, 787 Seventh Avenue at 52nd St. Paul Goldberger, architecture critic for *The New York Times*, describes the room in which the reception will be held as ". . . surely the grandest dining space ever put on top of a skyscraper." It was designed by Kohn Pedersen Fox Conway Associates. Whitney Museum branch exhibits will also be open in the lobby. This event carries an admission ticket price of $40. Make checks payable to Designer's Saturday, Inc., and send to Designer's Saturday, Inc., 911 Third Avenue, New York, NY 10021 by September 25. Tickets will be assigned on a first-come, first-served basis.

The Institute of Business Designers/CONTRACT Magazine Product Design Awards Breakfast will be held on Friday, October 10 from 8 to 10:30 a.m. at the Grand Ballroom of the Plaza Hotel, Fifth Avenue at 58th Street. Winning products and manufacturers will be cited for products entered in the 18th annual product design competition. Admission tickets are $50. Contact the IBD national office, 312/467-1950.

Showrooms will be open from 9 to 5 p.m., with lunch served at 12 noon all three days of the event.

Topping off the market will be a gala reception from 7 to 9 p.m. at the Metropolitan Museum of Art, Fifth Avenue at 82nd St., on Saturday evening. Refreshments will be served at a buffet and bar in The Temple of Dendur as well as in the American Wing Courtyard where a country and rock group from New York's famous Lone Star Cafe will entertain guests.

The museum itself will offer a preview of "Treasures of the Holy Land: Ancient Art from the Israel Museum," the largest, most important collection of ancient Israeli art ever to travel abroad. Admission tickets are $20 and are purchasable at member showrooms or at the Museum on Saturday evening.

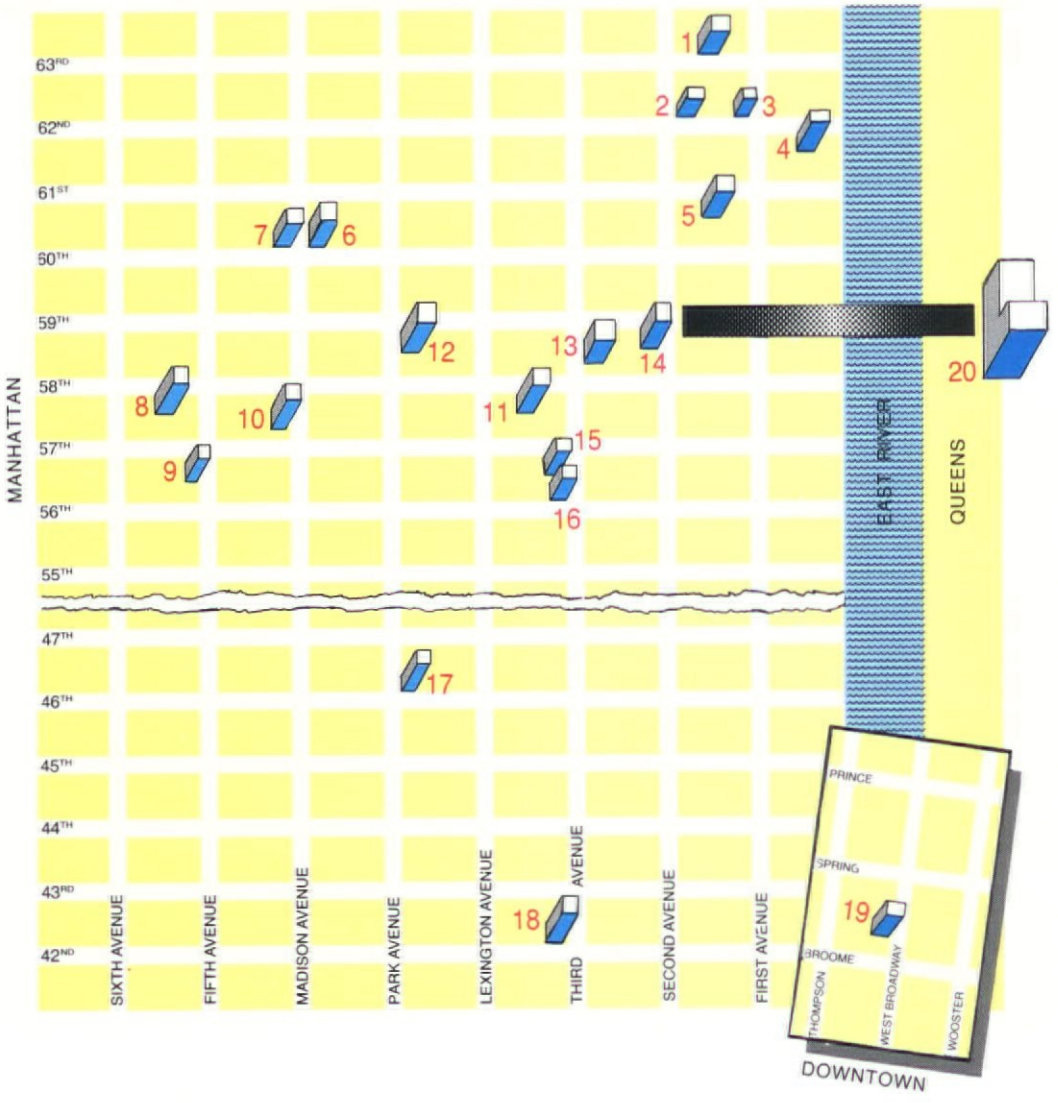
Special discounted travel arrangements for Designer's Saturday attendees are available from American Airlines and Eastern Airlines participating companies. They should be contacted directly. For lodging arrangements or special air and hotel packages for European visitors, contact: Dunwell Travel, 79 Madison Avenue, New York, NY 10016; 212/532-3434 or 800/428-6677. Telex number is 4953361.

Coach savings on American or Eastern Airlines are from 35 to 60 percent. Five percent additional savings is available on American Airlines discount fares.

Airline reservations can be made on American Airlines by calling 800/433-1790; Account #S 11753; on Eastern by calling 800/282-0244 (in Florida, 800/468-7022); Account #EZ10BP5.

Participating hotels are: Barbizon Golden Tulip, 63rd Street at Lexington Ave., Single $90-105, Double $125-165; Drake, 56th St. at Park Ave., Single $155, Double $155-175; Halloran House, 48th St. at Lexington Ave., single $125, Double $125; Madison Towers, 38th St. at Madison Ave., Single $85, Double $95; Morgans, 38th St. at Madison Ave., Single $170, Double $190 (Continental breakfast included); St. Regis, 55th St. at Fifth Ave., Monday-Thursday: Single $145-175, Double $175-205.

Program, showroom map, and description of products being shown during the event appear on the following pages.



1 **DAC Building**
305 East 63rd St.,
Beylerian
Dunbar Furniture
Dux Interiors
ICF International
Intrex Furniture
Kittinger

2 **315 East 62nd St.**
Condi

3 **321 East 62nd**
Madison Ave. at 72nd St.
Pace Collection

4 **410 East 62nd St.**
Stendig International

5 **306 East 61st St.**
Modern Mode
Davis Furniture

6 **655 Madison Ave.**
GF Furniture
Haworth
Knoll International

7 **654 Madison Ave.**
iil

8 **4 West 58th St.**
Harter

9 **730 Fifth Ave.**
Sunar Hauserman

10 **600 Madison Ave.**
Herman Miller

11 **A&D Building**
150 East 58th St.
American Seating
Arconas
Artemide
Corry Jamestown
Croydon
Kimball Office Furniture/Artec
Krueger
Lehigh-Leopold/Cole LBF
Madison Furniture
Reff
Vecta Contract
Zographos Designs

12 **110 East 59th St.**
Allsteel

13 **D & D Building**
979 Third Ave.
Brueton Industries
Brunschwig & Fils
Donghia Textiles

14 **232 East 59th St.**
Jack Lenor Larsen

15 **950 Third Ave.**
Steelcase/Stow & Davis

16 **155 East 56th St.**
Heibert
Stroheim & Romann

17 **245 Park Ave.**
Steelcase/Stow & Davis

18 **666 Third Ave.**
Shaw-Walker

19 **386 West Broadway**
Nienkamper

20 **IDCNY**
30-20 Thomson Ave.
Long Island City
Allsteel
Alma Desk
Artemide
Atelier International
Brayton International
Cumberland/I.M. Rosen & Co.
Davis Furniture Ind.
Domore
Fixtures Furniture
The Gunlocke Co.
Hardwood House
Helikon Furniture
Howe Furniture
ICF
JG Furniture Systems
Kinetics
Jack Lenor Larsen
Lehigh-Leopold/Cole LBF
Metropolitan Furniture
Modern Mode
Mueller Furniture
Myrtle Desk
Westinghouse Furniture

FACILITIES MANAGEMENT DAY SEMINARS
THURSDAY, OCTOBER 9

LOCATION: INTERNATIONAL DESIGN CENTER NEW YORK (IDCNY)

(Shuttle bus service at 919 Third Ave. in Manhattan to Long Island City)

SPEAKER/FIRM	TOPIC	TIME	SHOWROOM
Peter Buhk, industrial designer, I.D.S.A. Member	A Comfortable Chair is Like a Refrigerator	10:30 & 3:00	Allsteel Inc.
Robert M. Woertendyke, v.p., Neville Lewis Associates; David McCarthy, president, Eletric Cable Assembly, Inc.	Flexibility in Design: Planning for Today and Tomorrow	10:30	Alma Desk
John Dyon, president , H.M. Keiser Associates, Inc.; David McCarthy, president, Electri-Cable Assemblies, Inc.	Who should Administer Major Furniture Purchases—Designer, Dealer or End-User?	1:30	Alma Desk
William Schwinghammer, designer, David Mintz, Inc., Lighting Design	Choosing the Right Light Source to Create an Environment	10:30	Artemide
Leon Breault, industrial construction manager, Burndy Corp.	Flatwire: The Solution Beneath Our Feet	10:30 & 1:30	Atelier Intl.
Robert Parfet, president, Planimetron, Inc.	Computerized Space Management	10:30	Brayton Intl.
C. Jaye Berger, attorney, Law Offices C. Jaye Berger	Professional Liability Insurance: Proper Protection for Designers and Their Clients	1:30	Brayton Intl.
Paul Brayton, president & CEO, Brayton Intl.	European Design Influence on the American Marketplace	9:00 & 3:00	Brayton Intl.
Stephen Lepp, project architect IDCNY, Stephen Lepp Associates	New or Rehab Space: Is One Better Than the Other in Terms of Cost, Construction and Design	10:30 & 1:30	Cumberland/ I.M. Rosen
Norman Polsky, president, Fixtures Furniture	Discovery in Ergonomic Office Seating	9:00, 10:30 1:30, 3:00	Fixtures Furniture
Renee Charles, assistant v.p. facilities, E.F. Hutton Co.	Design, Development and Procurement of E.F. Hutton Corporate Headquarters	10:30	Gunlocke
Carmen Puccieriello, sr. purchasing agent C.P.M.,; James O'Hara, dir. architecture & interior design; Prudential Insurance Co. of America	Prudential: Projects Take Team Approach	1:30	Gunlocke
Mel Hamilton, v.p., ISD, Inc.	The End-User/Designer/Manufacturer: How They Can Work in Harmony	10:30 & 3:00	Helikon
John Behringer, associate professor, Rhode Island School of Design	Seating and Visual Mathemetics	10:30 & 1:30	JG Furniture
Patricia Conway, partner; Teri Figliuzzi, director of design resources; Kohn Pedersen Fox Conway Associates	Designing Executive Floors: The Equitable Tower	10:30 & 3:00	Jack Lenor Larsen
Paul Bishoff, president, Paul Bishoff Inc.	Designing for the Client or for the Designer's Ego	1:30 & 3:00	Lehigh Leopold/ Cole LBF
Eric Fromm, asst. v.p. real estate mgmt.; Chuck Tillotson, project coordinator (consultant); Security Pacific National Bank. David Chism, mgr. sales administration, Mueller	It Takes Three to Tango	10:30 & 1:30	Mueller
Juliette Lam, senior v.p.; Gary Mong, senior associate; Neville Lewis Associates	Facility Communications: How to Get Management's Interest and Support	1:30	Myrtle Desk
Arnold Hooton, information technology mgr, Westinghouse	The Impact of Technology on Design	10:30 &1:30	Westinghouse
Carol Quigg, principal, Fine Art Resources.	Corporate Art Programs	10:30 & 1:30	Beylerian
John Nichols, executive v.p., IPI	Putting Fun Back in Your Job Through Motivation	10:30 & 1:30	Corry Jamestown
Jeffrey Miller, president, Hunter/Miller & Associates	Creative Synergism Between Facility Managers, Designers and Furniture Manufacturers	9:00 & 1:30	Dunbar
Rose Erickson, CEO, Basicomp, Inc.	Facilities Management and Planning: In the Trenches	9:00 & 1:30	GF Furniture

SPEAKER/FIRM	TOPIC	TIME	SHOWROOM
Henry deCillia, president, Henry deCillia Associates	Integrated Interiors: Creating Functional Office Design	9:00 & 3:00	Harter
John Lijewski, senior v.p., Neville Lewis Associates; Anthony Canoneco, mgr. design & engineering, IBM	The Politics of Preparing Corporate Standards Programs	10:30 & 1:30	Harter
James Stonick, exec. v.p. finance & administration, Haworth; accounting firm rep, Seidman & Seidman	The Impact of the New Tax Law on Office Design	10:30 & 1:30	Haworth
Carl Brosius, sr. v.p., Griswold Heckel & Kelly	Marketing to the "Smart" Tenant	9:00	Hiebert
Martha Fleishman, v.p. facilities mgmt. private banking, Citibank	Everything You Wanted to Know About Corporate "Non-Standards" But Were Afraid to Ask	10:30 & 1:30	Intrex Furniture
J. Robert Hillier, FAIA, The Hillier Group	Facilities Programming: Diagnosis Equal Cure	9:00	Kimball
Rani Lueder, pres. Humanics	Planning for the Future Worker	1:00	Kimball
Kathryn Noles, associate, Swanke Hayden Connell Ltd.	American Express: 8,000 People/ 2 Million Square Feet/ On Time	9:00	Kittinger
Moderator: Beverly Russell, editor, *Interiors Magazine* Richard Penney, principal, The Richard Penney Group, panelist Ray Franco, architect/ consultant, Security Pacific Bank, panelist	*Panel Discussion:* Trading Rooms: New Solutions for the Facilities Manager	10:30 & 1:30	Knoll International
Kreon Cyros, director facility mgmt. systems, Massachusetts Institute of Technology	Facilities Management in a Changing Environment	10:30 & 1:30	Krueger
Moderator Rick McNeilly editor, *Corporate Design & Realty Magazine* Don Sacher, vice chairman, Environetics, Inc. Michael Donovan, partner, Donovan and Green, Mktg. Communications	*Discussions:* The Trend in Facility Management: Designing From the Inside-Out How to Sell it to the CEO	1:30	Lehigh-Leopold/Cole LBF
Marty Dugan, director, Facility Management Institute	What's Next for Facility Management? (Major Findings from Recent FMI Symposial)	10:30 & 1:30	Herman Miller
Steven Holl, architect, Steven Holl Associates	Materials/Craft/Architecture	3:00	Pace Collection
Dr. Leonard Kruk, manager technological integration, Shaw-Walker	Office Automation: Planning for Future Technologies Office Productivity Challenges and Facilities Planning	10:30 & 1:30	Shaw-Walker
Jim Hickey, mkt. prog. mgr., Steelcase	Steelcase Facility Management—Update	9:00	Steelcase, Inc.
Cindy Fraggett, facilities mgmt. specialist; Robert Brandt, director facilities mgmt. services; Heines Lundberg Waehler	Bridging the Gap Between Behavioral Research & Design	10:30	Steelcase, Inc.
Moderator: Anne Fallucchi, editor, *Facilities Design & Management Magazine* Neville Lewis, president, Neville Lewis Associates, panelist Ed Weller, assoc. partner, Skidmore, Owings, and Merrill, panelist Ken McAllister, manager occupancy standards, AT&T, panelist Steve Binder, v.p., Citibank, panelist	*Panel Discussion:* Facility Management . . . Our Rights, Your Wrongs	3:00	Steelcase, Inc.
Karen Randal, director of business development, Swanke-Hayden Connell, Ltd.	Restoration of a National Treasure: The Statue of Liberty	10:30 & 1:30	Stendig
Stephen L. Tate, president, Stroheim & Romann	Luxury Fabrics in Corporate Settings	3:00	Stroheim & Romann
Richard Benedict, manager architectural design, Corning Glass Works	Design Services: What Does Business Really Need?	10:30 & 3:00	SunarHauserman

PACE COLLECTION

Rea Table from the **Pace Collection,** designed by Peter Coan, is made of glass and satin aluminum. Dimensions are 18- by 18- by 22-in. Leon Rosen, president, and Arthur Rosen, vice president, will be at the showroom at **321 E. 62nd St., main floor.**



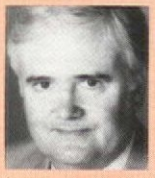
L. Rosen



A. Rosen

LEHIGH-LEOPOLD

Table desk and credenzas from Warren Platner's Sculptures in Wood Collection are shown. Items are being reintroduced at Designer's Saturday. Hosting the showroom at **IDCNY Center One** will be Richard C. Lyons, president.



Lyons

FIXTURES FURNITURE

New Multi-purpose seating from **Fixtures Furniture** offers easily added arms and tablets, and a full range of accessories. Line is complemented by two tandem systems, one with a space-saving fold-up seat version. Norman Polsky, president, will host at **IDCNY Center Two, sixth floor.**



Polsky

ZOGRAPHOS

Club dining/pull-up bucket chair from **Zographos** was designed by Nicos Zographos. Fully covered in leather, chair measures 24- by 24- by 32-in. Nicos Zographos, president, will be at the showroom at **150 E. 58th St., third floor.**



Zographos

MUELLER FURNITURE CORP.

Mueller Furniture Corp. is introducing the Borsen Group of lounge seating, handcrafted in Denmark. Group is available in high- and low-back chair, and settee. Arm, leg, and seat are covered in a choice of Austrian leathers and a limited edition of colors. Hosting the showroom at **IDCNY Center Two,** will be Thatcher W. Rea, Jr., president.



Mueller, **Circle No. 320.**



Fixtures, **Circle No. 321.**



Lehigh-Leopold, **Circle No. 322.**



Zographos, **Circle No. 323.**

Pace, **Circle No. 324.**

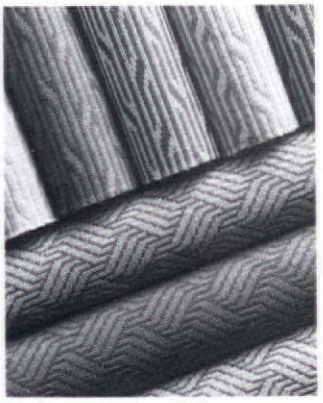




Knoll Int'l., **Circle No. 325.**



Beylerian, **Circle No. 326.**



Rudd, **Circle No. 327.**



Brunschwig & Fils, **Circle No. 328.**

KNOLL INTERNATIONAL

Designer Andrew Morrison's Morrison System for **Knoll International** features a range of components based on a 6-in. module. They can be used to create open office plans and freestanding furniture. Lawrence R. Ryan, president; and Trevor Eke, senior vice president, marketing, will be at the showroom at **105 Wooster St., second floor.**



Ryan

RUDD INTERNATIONAL

Rudd textiles presents The Grafic Collection, three coordinating upholstery patterns in black, white, and neutrals. Two patterns are a tapestry construction of 88 percent cotton and 12 percent polyester, and one is 100 percent wool. Greeting visitors to the showroom at **IDCNY Center Two, fifth floor,** will be Alan Rudd, president; and Peyton Richardson, executive vice president.



Rudd

BRUNSCHWIG & FILS

Madura Texture from **Brunschwig & Fils** features a minimalist geometric design with a subtle stripe pattern repeating every 19½ in. All-cotton tapestry weave is in beige, red, coral, blue, rose, and pink. Greeting visitors will be showroom manager Hans den Broeder, at **979 Third Ave., 11th floor.**



den Broeder

BEYLERIAN

Beylerian is introducing Melilotus, a collection of tables designed by Antonello Mosca. Tables are made of extruded aluminum and lacquered in single or two tones. Key executives at the firm's **305 E. 63rd St.** showroom will be George Beylerian, president; Walter Rydd, vice president, sales and marketing; and Mary Keating, N.Y. district sales manager.



Beylerian

COLE-LBF

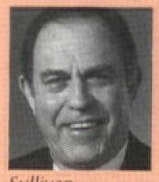
Biscaro office chair from **Cole-LBF** Office Systems features inflatable lumbar support. Designed especially for persons with bad backs, Biscaro enables users to lean back without lifting feet off the floor. Chair is available in six versions, with and without arms. Attending the showroom at **IDCNY Center Two:** Vincent J. Danesi. vice president, marketing and sales.



Danesi

VECTA

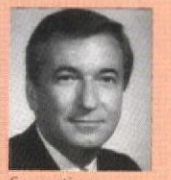
Designed by William Raftery, the Kelly Chair from **Vecta** is available in eight models with pneumatic or mechanical height adjustment options for swivel-tilt chairs. Stable five-prong base is offered in polished aluminum or thermoset finishes. Upholstery choices include fabric and leather. Greeting visitors at **150 E. 58th St., fifth floor,** will be William H. Sullivan, president; James C. Welch, vice president, marketing and sales; and Michael Sorrentino, regional manager.



Sullivan



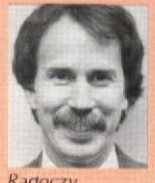
Welch



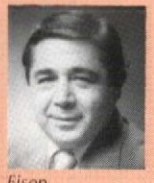
Sorrentino

INTREX INC.

Omaha furniture series from Intrex features ½-round pedestals combined with rectangular worksurfaces and storage areas. Furniture is available in a wide variety of wood and color finishes. Attending the showroom at **305 E. 63rd St., third and fourth floors,** will be Paul Mayén, design director and CEO; Leonard Eisen, president; and Aldo Radoczy, executive vice president.



Radoczy



Eisen



Mayén

DOMORE

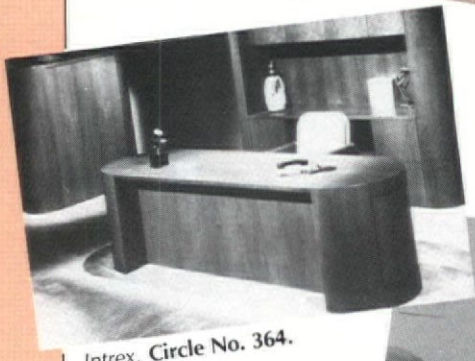
Domore's new Executive Wall Unit for the Radius/Square desk line offers hidden storage for a CRT. Both the new unit and coordinating Radius/Square desks are now available in a new palette of 16 wood finishes. Attending the showroom at **IDCNY Center One, fifth floor,** will be William Sample, president; and Paul Kochevar, regional manager.



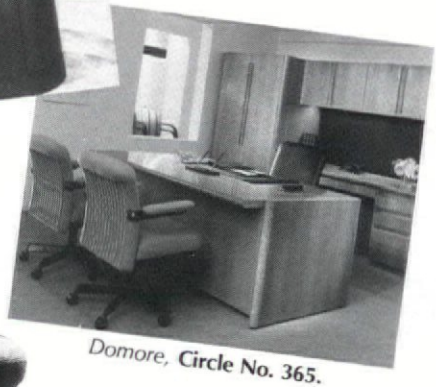
Sample



Vecta, **Circle No. 363.**



Intrex, **Circle No. 364.**



Domore, **Circle No. 365.**



Cole-LBF,
Circle No. 366.



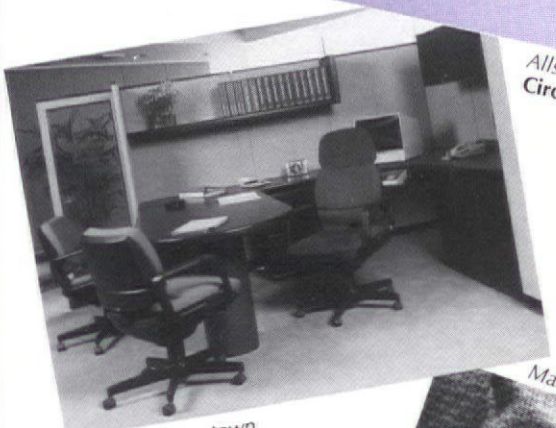
Stendig, **Circle No. 367.**



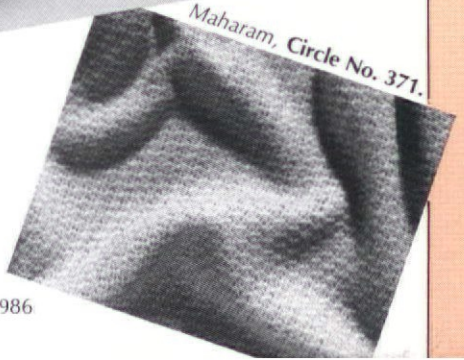
Condi,
Circle No. 368.



Allsteel,
Circle No. 369.



Corry Jamestown,
Circle No. 370.



Maharam, **Circle No. 371.**

CONDI

Condi's Concert series, designed by Dorothy Blowers, is a new sofa and sectional lounge series. Flat welt detail is continuous from front cushions to back of sofa. Key executives at the company's **315 E. 62nd St., sixth floor** showroom, will be Isabelle A. Aubé, national marketing manager; and Barry P. Schneider, director, marketing and sales.



Schneider



Aube

ALLSTEEL

Spectra-One lateral file from **Allsteel** is offered in any commercially available color. Heights range from 26¼- to 64¾-in. Standard interiors include drawers, roll-out and fixed shelves. Thomas M. Trybus, vice president/marketing, and Sal B. Aleide, vice president and general sales manager, will be at the showroom at **110 E. 59th St.,** and also at the new showroom at **IDCNY Center One, third floor.**



Aleide



Trybus

CORRY JAMESTOWN

Corry Jamestown has added new colors for its 1000 modular component system. The choices from the new color program, Symphonics, will be on display in the showroom at **150 E. 58th St., 10th floor.** Nigel Ferrey, president; Richard Heriford, design director; and Paul Munyon, vice president, sales, will be on hand to greet visitors.



Ferrey



Munyon

STENDIG

Crescent armchair (shown) is part of a collection of four upholstered chairs designed by Calvin Morgan for **Stendig.** All have solid ash frames and are available in a variety of finishes. On hand at the company's **410 E. 62nd St.** showroom will be Edward N. Epstein, chairman, and Larry Pond, vice president, sales/marketing.

MAHARAM

Maharam's new upholstery fabric, Wool Allusion, blends wool and viscose to achieve a multi-colored texture. Wool Allusion is available in 32 colorways. Attending the showroom at **979 Third Ave., 12th floor,** will be Paul Wyckoff, vice president, sales.

ICF

ICF's Dr. Sonderbar, an all-metal chair (shown in nickel plating) is reminiscent of the pilot's seat on a zeppelin. It is also available in black, silver, or green epoxy coating. Dr. Sonderbar is one of four new introductions designed by Philippe Starck. Hosting ICF's showroom at **IDCNY Center Two, seventh floor,** will be Sam Friedman, president; Pat Hoffman-Friedman, executive vice president; and Sina Pearson, president, Unika Vaev, ICF's fabric division.


Pearson


Friedman


Hoffman-Friedman

WESTINGHOUSE FURNITURE SYSTEMS

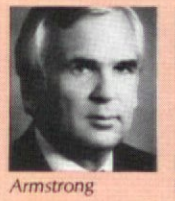
Textura, a collaboration between Jack Lenor Larsen and **Westinghouse Furniture Systems,** is a new surface treatment for panel components. Four different patterns—Ribbed, Dot-Dash, Ladder, and Abstract—are available in 16 fabric colors and styles. Russell A. Nagel, president, and Tom Rosewall, sales manager will be at the company's **IDCNY Center One, fifth floor showroom.**


Nagel


Rosewall

HERMAN MILLER

New worksurfaces, counter caps, mahogany and ash veneers, and re-contoured edges are some of the new options available for **Herman Miller**'s Action Office system. Others include rolled-edge detailing on tackboards and marker boards, and a new lock mechanism. Dave Armstrong, vice president, marketing; Arthur Hasse, vice president, sales, U.S.; Alan Kroll, regional vice president, Northeast, will greet visitors to the showroom at **600 Madison Ave., second floor.**


Armstrong


Hasse


Kroll

DAVIS FURNITURE

Renz Collection from Germany is made in the U.S. by **Davis Furniture.** Collection includes desks, credenzas, wall units, wardrobes, and conference tables. Attending the showroom at **IDCNY Center Two, sixth floor,** will be Randy Davis, executive vice president; and Danny Davis, vice president, manufacturing.


R. Davis


D. Davis

Davis, **Circle No. 329.**



Herman Miller, **Circle No. 330.**

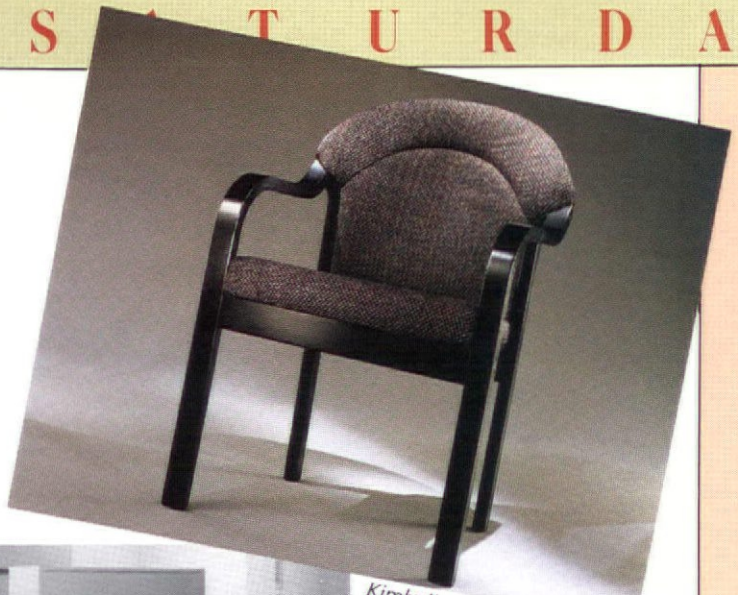


Westinghouse, **Circle No. 331.**

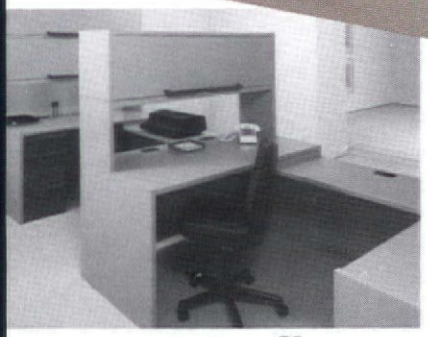


ICF, **Circle No. 332.**





Kimball, **Circle No. 333.**



GF, **Circle No. 334.**



Croydon, **Circle No. 335.**

Madison, **Circle No. 337.**

Harter, **Circle No. 336.**



GF FURNITURE SYSTEMS

Stratum Desk by **GF Furniture Systems** allows user to add layers of color and function to the foundation of a free-standing desk. Combinations of bridges, cabinets, and display shelves offer design flexibility. At the showroom at **655 Madison Ave., fourth floor**, will be Ronald R. Anderson, president; David C. Dunkerly, senior director of sales; and Charles J. Saylor, vice president, marketing.



Anderson



Dunkerly



Saylor

HARTER

Harter has added to its Task Furniture System a segmented panel including window or pass-through panel segments combined with fabric-wrapped segments. Panels can be ordered as one assembled unit or as individual segments. Three heights and seven widths are available. Attending the company's showroom at **4 West 58th St., fourth floor**, will be Evan Harter, president; Charles Crain, marketing director; and Jim Johnson, national sales manager.



Harter



Crain



Johnson

KIMBALL OFFICE FURNITURE

Avenue from **Kimball Office Furniture** comes in 11 models, each with different back-stitching details. Chair is available in 31 standard finishes. Kimball and Artec products can be seen in the showroom at **150 E. 58th St., sixth floor.** Key executives on hand will be John T. Thyen, executive vice president, marketing & sales, Kimball International; Jeff Blackwell, national sales manager, Kimball Office Furniture; and Bob Bishop, national sales manager, Artec.



Thyen



Blackwell



Bishop

CROYDON

The Task chair is the first in **Croydon**'s new Intagra seating line. This line will be available in C.O.M., C.O.L., or in any of Croydon's existing fabrics. Greeting visitors to the company's **150 E. 58th St., third floor** showroom, will be Bill Harding, president; Ray Townsley,marketing operations manager; and Roy Lamendola, vice president, Eastern region.

MADISON FURNITURE INDS.

New transitional upholstered chair series from **Madison** offers a variety of sitting options, including five-pronged swivel bases. Chair backs are contoured in both low- and high-back models. Leo Yager, president, will be at the showroom at **150 E. 58th St.**

JG FURNITURE SYSTEMS

UPS/Formes from **JG** offers a series of unframed, modular panels to alter heights in office environments. Intermediate heights, in 6-in. increments, are attainable from a base panel height of 30 in. to a maximum height of 84 in. At JG's showroom at **IDCNY Center One, fifth floor**, will be regional sales managers Patricia Mackenzie, Sal Balestri, and sales representative Edwin Buzan.


Mackenzie


Balestri


Buzan

VITRA SEATING

Figura executive chair from **Vitra Seating** can be specified with standard upholstery in fabric or leather, or with easily removable fabric covers. Lower part of seat's back has padded "belt" for lumbar support. At the showroom at **410 E. 62nd St., sixth floor**, will be Patrick Guntzburger, administration director; Ann-Marie Buess, marketing director; and Paul Silvera, sales representative.


Silvera


Guntzburger


Buess

ARTEMIDE

Artemide's Agamennone floor lamp uses a 150-watt metal halide lamp which has a life of 15,000 hrs. Agamennone's body is of extruded aluminum in a high-gloss, black, baked epoxy finish. Ernesto Gismondi, president, and Guido Buratto, executive vice president, will host visitors to the showroom at **IDCNY Center One, fifth floor.**

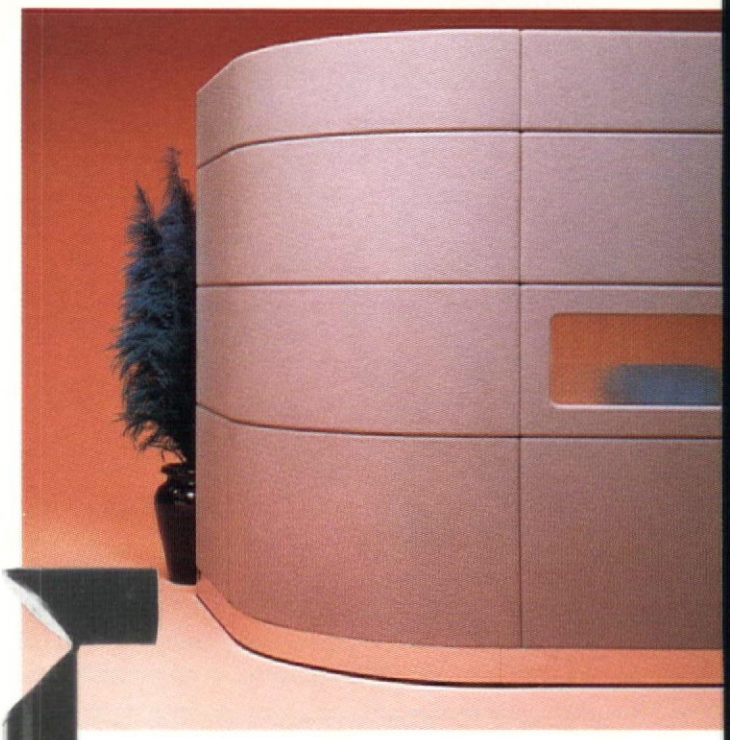

Gismondi


Buratto

BRUETON

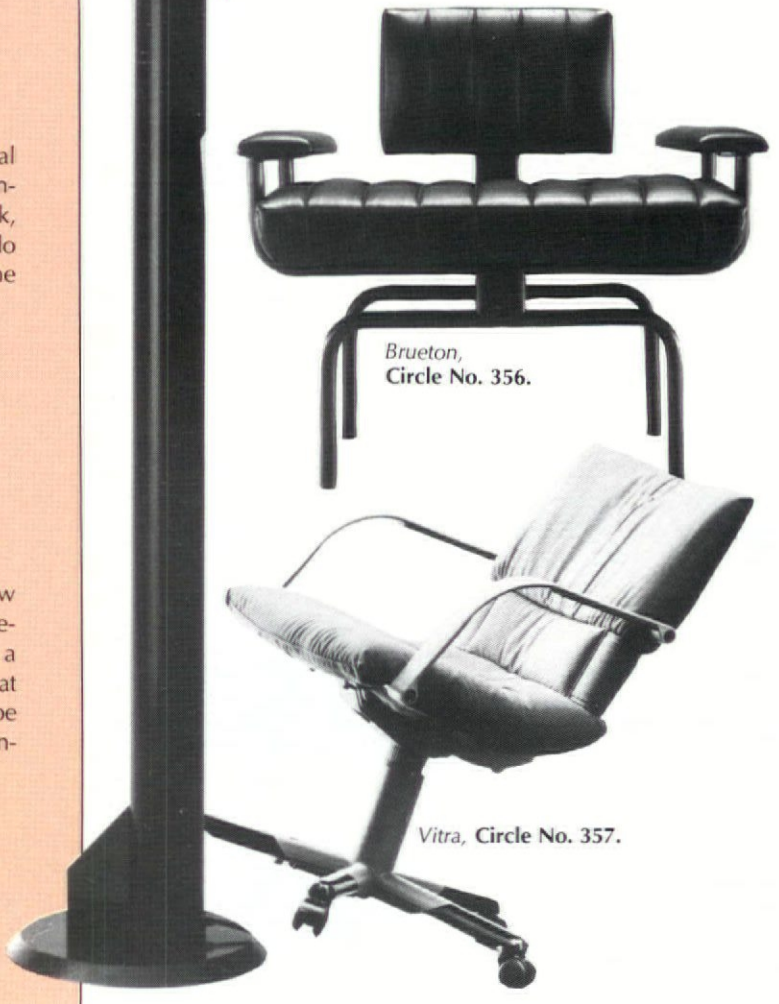
Brueton's new Concord series of lounge seating and low tables can be ordered in custom widths and lengths. Designed by Stanley Jay Friedman, the series is available in a wide range of Brueton fabrics and leathers. Key executives at the firm's showroom at **979 Third Ave., ninth floor**, will be Anthony Vitale, president; and Deborah Cvirko, sales manager.


Vitale



Artemide, **Circle No. 355.**

JG, **Circle No. 358.**

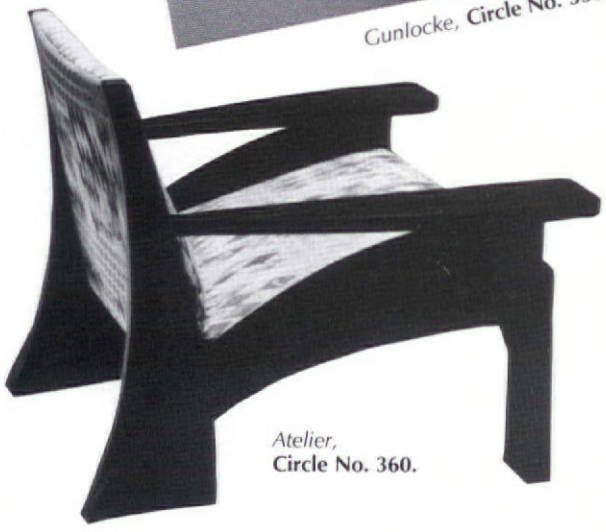


Brueton, **Circle No. 356.**

Vitra, **Circle No. 357.**

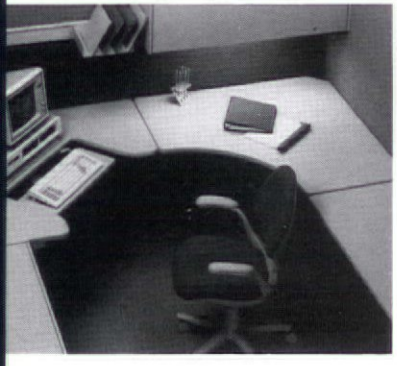


Gunlocke, **Circle No. 359.**



Atelier,
Circle No. 360.

Haworth, **Circle No. 361.**





Arconas,
Circle No. 362.

HAWORTH

New addition to the **Haworth** ES family of electronic support furniture, wrap-around work surfaces are panel-mounted. They are available in a choice of Haworth surface colors. Gerald B. Johanneson, executive vice president, marketing and sales, and William A. Sikkel, senior vice president, will be at the showroom at **655 Madison Ave., 12th floor.**



Sikkel



Johanneson

GUNLOCKE

Gunlocke has expanded its Savant series to include 26 models of executive, management, and task seating. New models are available with attached soft cushion, tight cushion, and trapunto detail cushion. Hosting the showroom at **IDCNY Center One**, will be Kenneth M. Book, president; Don G. Keith, vice president, marketing; and Robert D. Wilcox, vice president, sales.



Book



Keith



Wilcox

ATELIER INTERNATIONAL

Atelier International's new Butterfly floor lamp was designed by Italian architect Tobia Scarpa for Flos of Italy. Light intensity can be varied by opening or closing a white, fan-shaped diffusor and adjusting a dimmer switch. Height is 6 ft., 9 in. Hosting the showroom at **595 Madison Ave.** will be Stephen Kiviat, president; Steven Krammer, vice president, sales; and Tom DiNapoli, executive vice president.



Kiviat



DiNapoli

ARCONAS

Designer Conrad Marini's Flora chair for **Arconas** is intended for dining and lounge use in hotels, hospitality suites, and offices. Fabrics are easily removable for cleaning. Attending the showroom at **150 E. 58th St., seventh floor**, will be John Neufeld, president; and George Tanier, general sales manager U.S.; and David Rivetti, manufacturer's rep.



Neufeld



Tanier



Rivetti

METROPOLITAN FURNITURE

Metropolitan Furniture is introducing several additions to its Montara Task Chair group. Chair has a fully upholstered seat and back. Frame options include black textured finish, polished aluminum, or 24 painted finishes. Designer Brian Kane, vice president, product design and development, will be on hand along with Elvin Case, vice president, marketing/sales; and Rick Proffitt, Eastern regional sales manager; at **IDCNY Center Two, second floor.**


Kane


Case


Proffitt

STEELCASE

Sensor chair designed by Wolfgang Muller-Deisig for **Steelcase** pivots where hip-joint naturally pivots while seated, for lower back support. Chair was designed to "sense" and support body's movements. At the showroom at **245 Park Ave., 24th floor,** will be Howard Cooper, vice president, marketing; John Monroe, regional manager, N.Y.; and Jeannie Bochette, showroom manager.


Cooper


Monroe


Bochette

CUMBERLAND FURNITURE

Nora armless restaurant chair from **Cumberland Furniture** is available with a panel- or slat-back and upholstered seat. Solid beech frame is available in a choice of finishes. Stretchers are optional. Representing Cumberland in the showroom at **IDCNY Center Two, fourth floor,** will be Irving M. Rosen, president; Jonathan Rosen, vice president; and Joseph L. Vitagliano, vice president, sales.


J. Rosen


Vitagliano


I. Rosen

iil international

Selected Editions, a collection of furnishings for private management and executive offices from **iil international**, will be on display for Designer's Saturday. Shown are Petri System workwall and desk, and Delta desk chair. Representing iil will be Rick Haver, vice president, sales, Eastern division, at the showroom at **654 Madison Ave., sixth floor.**

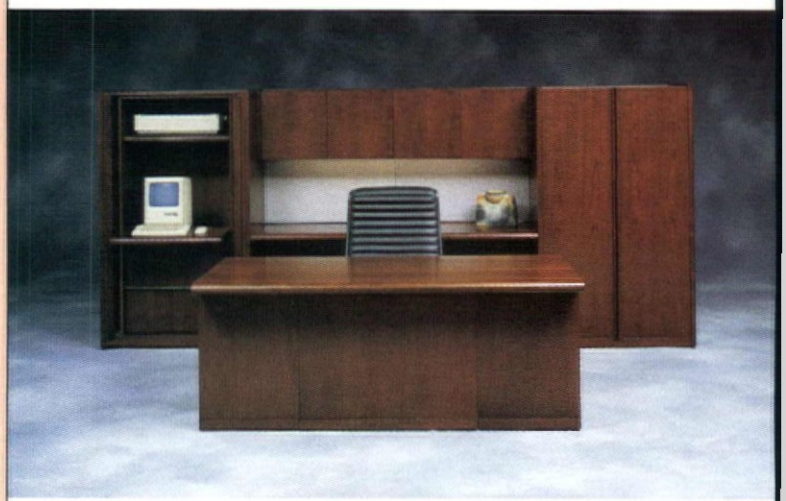

Haver



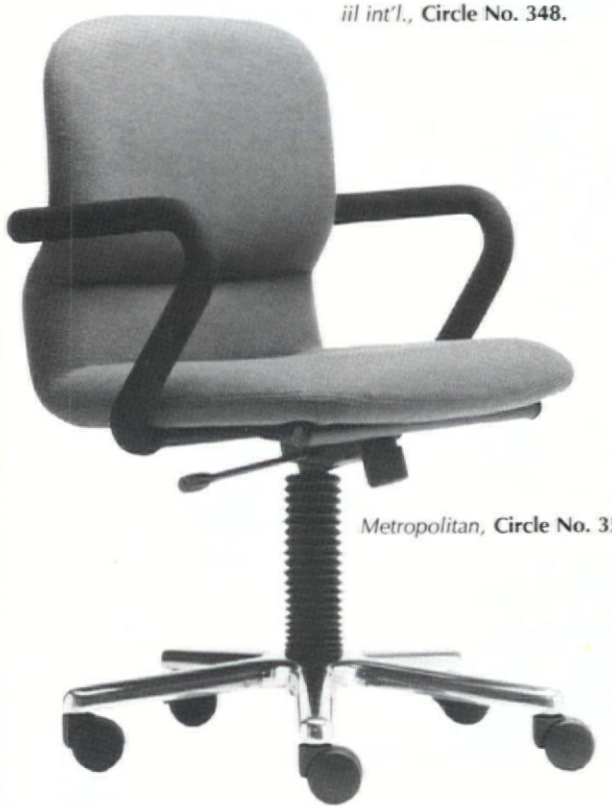


Steelcase, **Circle No. 347.**

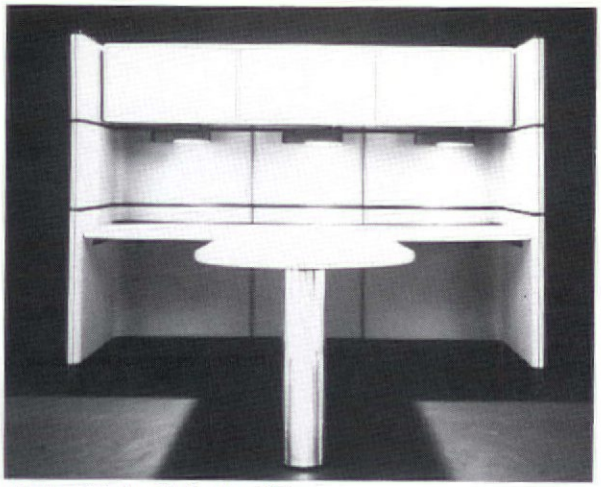
Cumberland, **Circle No. 349.**



iil int'l., **Circle No. 348.**



Metropolitan, **Circle No. 350.**



Modern Mode, **Circle No. 351.**



Krueger, **Circle No. 352.**



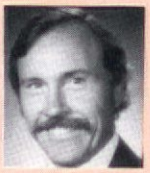
Kittinger, **Circle No. 354.**

KRUEGER

Krueger's COM office system, an IBD Gold Award winner, has added new storage capabilities, including overhead shelves and hang-on storage cabinets. The system will be on display at Krueger's new showroom at **150 E. 58th St., second floor.** Greeting visitors will be Robert J. Scalia, president, Krueger Contract Int'l.; and from Krueger Inc., Richard J. Resch, president; James A. Hurd, vice president, sales; and James E. Falck, vice president, marketing.



Resch



Hurd



Falck



Scalia

MODERN MODE

Sling arm of the Kimura transitional chair from **Modern Mode** is designed to conform to a human arm suspended at rest with bent elbow and slightly raised wrist. Upholstered seat and back cushions are enclosed within a welting detail. On hand at the showroom at **306 E. 61st St., fourth floor**, will be Modern Mode owners Tony and Frances Ratto, and Bill Halsey, vice president, sales.



T. Ratto



F. Ratto



Halsey

STROHEIM & ROMANN

Stroheim & Romann's New Yorker collection features heavily woven, 100 percent cotton or cotton blend fabrics in 10 designs. Stephen L. Tate, president; Phillip M. Brett III, vice president; and Edward J. Beatty, vice president, national sales, will be at the showroom at **155 E. 56th St., main floor.**



Beatty



Brett



Tate

KITTINGER

Kittinger will show new conference room additions to The Georgian Collection. Two new sizes of both the round and boat-shaped conference tables will be introduced. Greeting visitors to the showroom at **305 E. 63rd Street** will be Craig Shoemaker, president; Gary L. McCammon, vice president, sales and marketing; and Ronald Orendorf, regional sales manager.



McCammon



Shoemaker

HELIKON

Helikon's Stamford Collection, designed by Donald Brinkmann of Gensler & Associates/Architects, has raised side panels of mahogany and sycamore. Panels are framed by anigre or sycamore rails and are accepted by cubed corners of birds-eye maple. Attending the showroom at **IDCNY Center Two, fourth floor,** will be Bill Seeman, vice president, sales and marketing; and Chris Darling, national sales manager.



Darling



Seeman

DUNBAR

Dunbar's Enloe/Summers Edition series includes desk (shown), credenza, and secretarial unit, designed by Enloe & Summers, a Dallas-based architecture and design firm specializing in banks and law firms. Attending the showroom at **305 E. 63rd St.** will be Alan Becker, CEO; and Mike Melcher, vice president sales.



Becker

DONGHIA FURNITURE

Donghia Furniture's Urbane chair is designed for both offices and restaurants. All-wood birch frame is available in seven finishes that coordinate with Donghia textiles. Greeting visitors to the showroom at **979 Third Ave., 12th floor**, will be Steven Holmes, president; Patricia Knapp and Kathleen Hoffman, co-directors, sales.

NIENKÄMPER

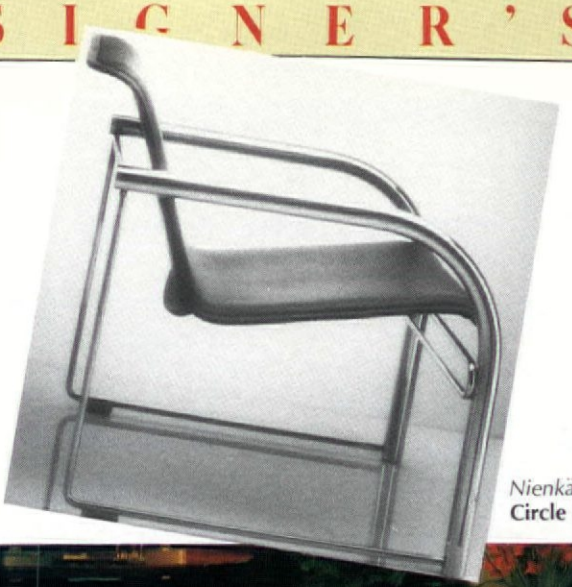
Richard Schultz Lounge chair from **Nienkämper** is available in a polished stainless steel or powder-coated black high gloss finish. Upholstered seat and nylon mesh back are affixed to a stainless steel frame. Kurt Hanson, vice president, will be on hand at the showroom at **386 W. Broadway, second floor.**



Hanson

DUX INTERIORS

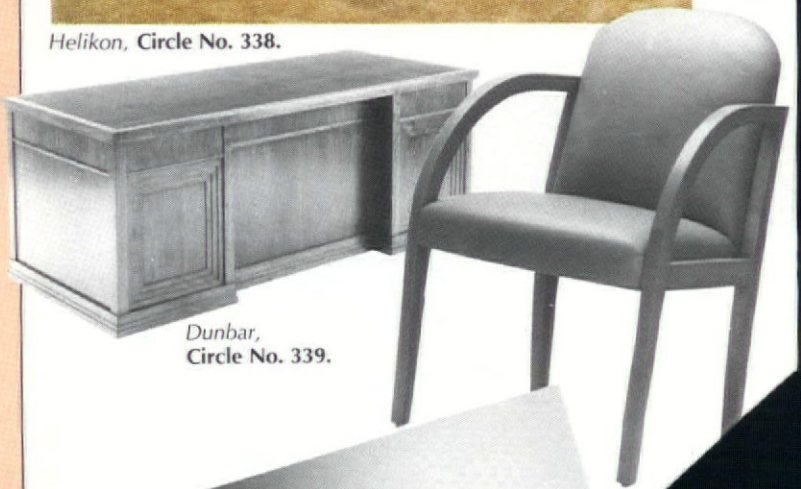
Zimba, **Dux**'s new shelving system, is a flexible wall system/room divider, available in two different heights. System is available in white, gray, or black lacquer. Seating/storage platform is available with optional upholstered seat and back cushions. Greeting visitors to the showroom at **305 E. 63rd St., main floor** will be Garvan Kelly, sales manager, and Britte Marie Briggs, showroom manager.



Nienkämper, **Circle No. 341.**



Helikon, **Circle No. 338.**

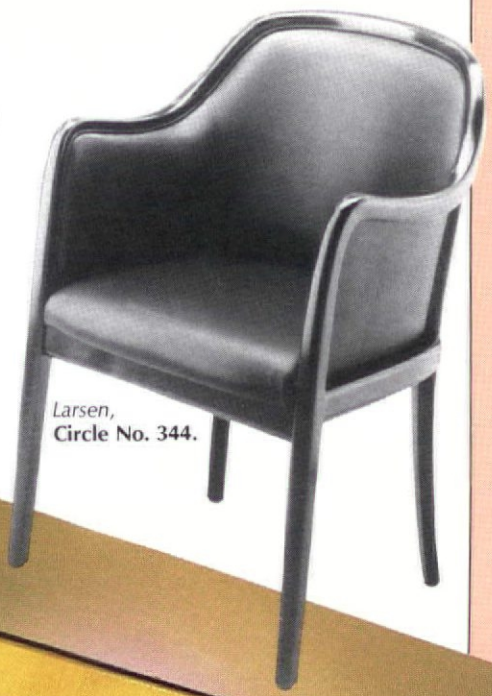


Dunbar, **Circle No. 339.**





Brayton,
Circle No. 343.



Larsen,
Circle No. 344.



Alma,
Circle No. 345.



Hardwood House,
Circle No. 346.

BRAYTON INTERNATIONAL

Brayton International's Boss collection was designed by Michael Knoll and Hannes Wolf. Seating range includes sled base with frame available in charbronze and black powder coat or mirror chrome. Pedestal base and tilt/swivel versions come with low-back seating, with or without casters. L. Paul Brayton, IBD, president, will be at the showroom at **IDCNY Center Two, fifth floor.**



Brayton

HARDWOOD HOUSE

Hardwood House's Strassburg Edition chairs, part of the European Design collection, are available with a fully-upholstered back, an open back, and a slatted back. Paul F. Shambo, president; James R. Meier, vice president, sales, marketing and product development; and Richard A. Witham, director of marketing, will greet visitors at the firm's showroom at **IDCNY Center Two, sixth floor.**



Witham



Meier



Shambo

ALMA COMPANIES

Designed for **The Alma Companies** by Richard Thompson, the Arris System is available in four finishes: light oak, medium oak, walnut, and mahogany on walnut. Top caps, end posts, overhead cabinet pulls, and pedestal bases are available in 12 color finishes and Char-Black. At the Alma Desk Co. showroom at **IDCNY Center Two, fourth floor,** will be Charles E. Hayworth, president; David R. Hayworth, executive vice president; and Murray Ziegler, metropolitan New York regional manager.



D. Hayworth



C. Hayworth



Ziegler

JACK LENOR LARSEN

The Chief's chair, designed by Ernst Dettinger for **Jack Lenor Larsen**, is an executive conference/dining armchair with a European beech frame. Chair features upholstered seat and back in Larsen fabrics and leathers, as well as COM. Jack Lenor Larsen, president, will be at the showroom at **IDCNY Center Two, seventh floor.**



Larsen

AMERICAN SEATING

American Seating's TEChair offers electrostatic discharge (ESD) control, which helps protect micro-electronic equipment from damage. Attending the company's showroom at **150 E. 58th St., 36th floor,** will be Edward Clark, president; Frank Baudo, vice president, sales, Eastern region; and Thomas Francess, regional manager, N.Y. showroom.



Clark

HOWE FURNITURE

New Donahue Table from **Howe Furniture** is shown with square top and single pedestal base in four ebonized black wood finishes. Table is also available in four natural wood finishes, a four-legged version, and with double pedestal base for larger rectangular models. At the showroom at **IDCNY Center Two, second floor,** will be Pat Howe, CEO; Jim Ethridge, president; and Eric Smith, marketing manager.

REFF

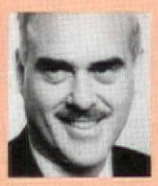
Reff offers both a full-scale and medium-size executive range of chairs with choice of arm profiles and base finishes. Attending the showroom at **58th St., 10th floor** will be Ralph Miephner, marketing director; Fred Drechsel, vice president, sales and marketing.

STOW & DAVIS

Stow & Davis is introducing Chancellor casegoods. Desks and credenzas can be used in both fixed-wall and open offices. Chancellor is available in a variety of woods, including cherry, walnut, and mahogany. Frank Merlotti, president; Paul Witting, Sr. vice president, sales & distribution; John Monroe, regional manager, N.Y.; and Jeannie Bochette, showroom manager, will greet visitors to the showroom at **245 Park Ave., 24th floor.**



Merlotti



Monroe



Bochette



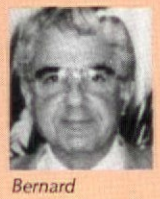
Witting

MYRTLE DESK CO.

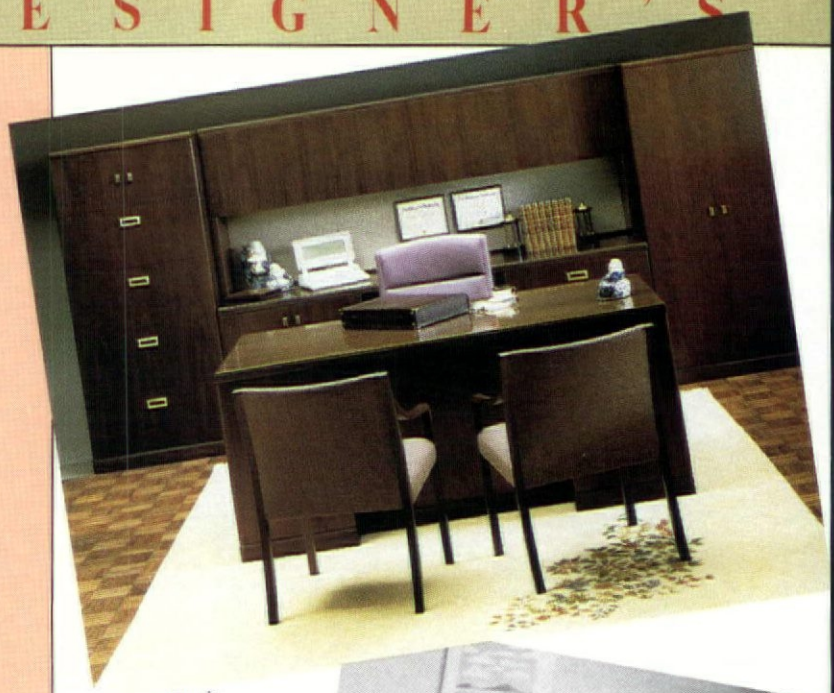
Alpha is a collection of transitional executive office furniture from **Myrtle Desk Co.** Desks are available in all-mahogany full pedestal or a walnut and mahogany combination, three-quarter panel leg pedestal (shown). Visitors to the showroom at **IDCNY Center Two, second floor**, will be greeted by Harry Adams, president; Art Honeycutt, vice president; and Murray Bernard, sales representative, N.Y. area.



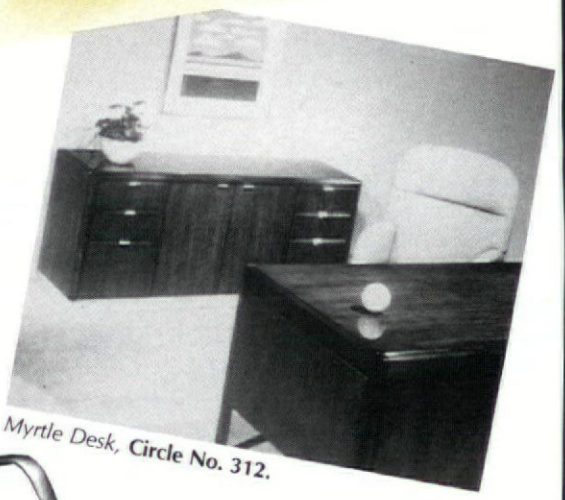
Adams



Bernard



Stow & Davis, **Circle No. 311.**



Myrtle Desk, **Circle No. 312.**



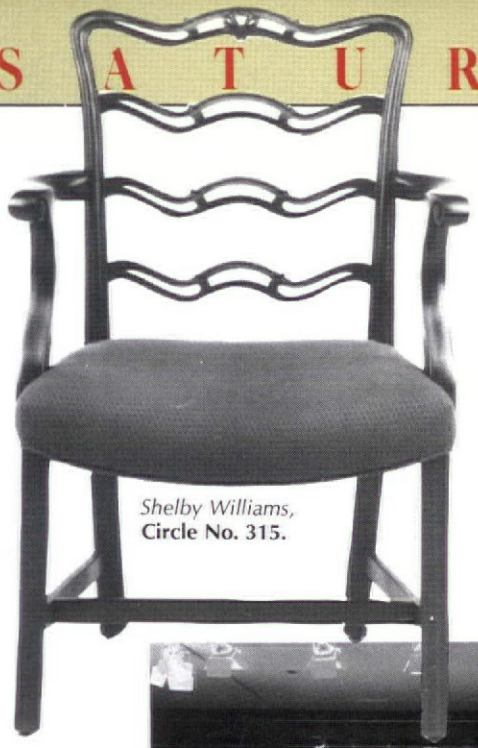
Reff, **Circle No. 319.**



American Seating, **Circle No. 313.**



Howe, **Circle No. 314.**



Shelby Williams, **Circle No. 315.**

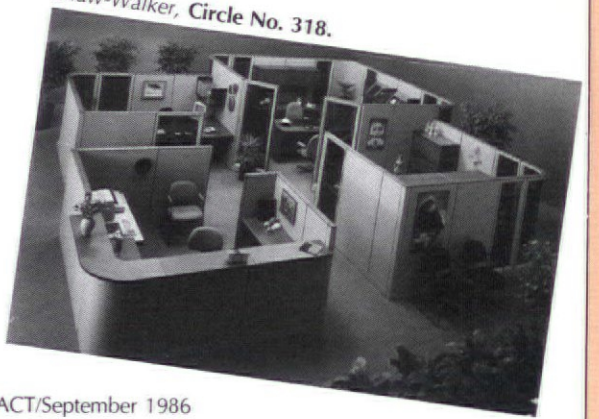


Hiebert, **Circle No. 316.**



Kinetics, **Circle No. 317.**

Shaw-Walker, **Circle No. 318.**



KINETICS

Eccentric Table series from **Kinetics** is for use with desks or cocktail tables. Its name is derived from the legs' feet and top transition reveals, which unite horizontal and vertical circles in an off-center design. On hand at the **IDCNY Center Two, sixth floor** showroom will be Rick Howard, president; Jim Good, vice president; and Andy Gilmour, vice president, marketing.



Good



Howard



Gilmour

HIEBERT

Four separate systems are offered within **Hiebert**'s Prism series, each featuring its own style of detailing. Freestanding desks and credenzas are an integral part of each line. All casegoods are offered in 15 wood finishes and ChromaKote solid color finishes. Dick Major, president; and Lee Allen, vice president, sales, will be at the company's showroom at **155 E. 56th St., sixth floor.**

SHAW-WALKER

Shaw-Walker has introduced its Volante seating line, which features contoured seats and lumbar support. A wide range of fabrics and colors are available. At the showroom at **666 Third Ave., 24th floor**, will be John Spofford, president; John Guentz, vice president, sales; and Robert Fritsche, vice president, marketing operations.

SHELBY WILLIAMS INDS.

The curved ladderback of this chair is Chippendale, part of **Shelby Williams Industries'** new Gallery collection designs. The No. G-1725 frame is hand-carved hardwood; shaped seat has foam padding over rubberized webbing. Manfred Steinfeld, chairman; and James Steele, vice president of sales, office furniture group division, will be at the firm's showroom at **150 E. 58th St.**



Steinfeld

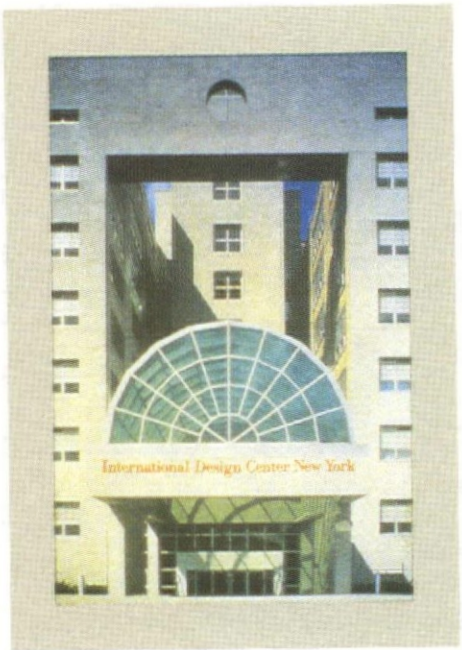


Steele



BIG APPLE DESIGN CENTER DEBUTS

Over 50 brand-new showrooms make IDCNY opening official



By **SARA O. MARBERRY**
Senior Associate Editor

Up until a few years ago, New York was the only large city in the United States without a major mart building. Skyrocketing rents, shrinking space, and inaccessibility of showrooms scattered throughout Manhattan were making buying and selling contract furniture increasingly difficult for specifiers and manufacturers alike. Ripe for the picking, it was only a matter of time before the Big Apple would have a design center.

So, when Lazard Realty, a subsidiary of investment banking firm Lazard Freres & Co., announced plans in 1983 for an International Design Center New York (IDCNY) to be developed in Long Island City, Queens, the industry welcomed the idea. However, skeptics questioned a location outside of Manhattan. Undaunted, Lazard began an aggressive marketing and promotion campaign, hired an all-star team of professionals to lease and build the center, and in three years, put IDCNY on the map as a viable home for the interior design industry.

On the eve of the 19th annual Designer's Saturday market in New York, IDCNY is ready for its grand opening, with about 50 contract showrooms expected to be ready in Centers One and Two—Phase I of the estimated $500 million project. Twenty-six of IDCNY's 70 charter tenants are Designer's Saturday members, but not all will have their Long Island City showrooms open in time for market. Nonetheless, with 60 percent of its available space leased, IDCNY is in business and plans to keep on growing.

Factories can make good marts

"The fact that we actually designed and built something that we think is perfectly suited to this industry is nothing short of a miracle," says Harvey Schulweis, chief executive officer, Lazard Realty and spokesman for the Lazard Freres-related limited partnership that owns IDCNY. Lazard initially purchased a 10-acre tract in Long Island City in 1981 with the intention of developing an office complex, but soon changed its mind when the need for a design center was discovered.

Both Centers One and Two are planned courtyard buildings made of reinforced concrete with open loft spaces. The design team of Gwathmey Siegel and Associates and Stephen Lepp Architects PC have transformed these courtyards into interior space by capping them with a glass roof and providing an open window facade that allows showrooms to be seen from any location in the center atrium.

Emmett Dineen, president, IDCNY, agrees that the buildings are perfectly suited for a design center. "If we had started from scratch, we would not have built it any differently," he comments. Dineen should know; he spent 13 years with The Merchandise Mart as a leasing executive, relinquishing a post of senior vice president to join IDCNY in 1983. During his tenure at The Mart, contract space in the building more than tripled in size, from 200,000 to 700,000 sq. ft. Beyond this, conversion of three additional floors was also accomplished, increasing residential furnishings space to approximately 600,000 sq. ft. He also was involved in leasing The Mart's successful satellite building, the Washington Design Center, in Washington, D.C.

Other mart developers were scouting Manhattan

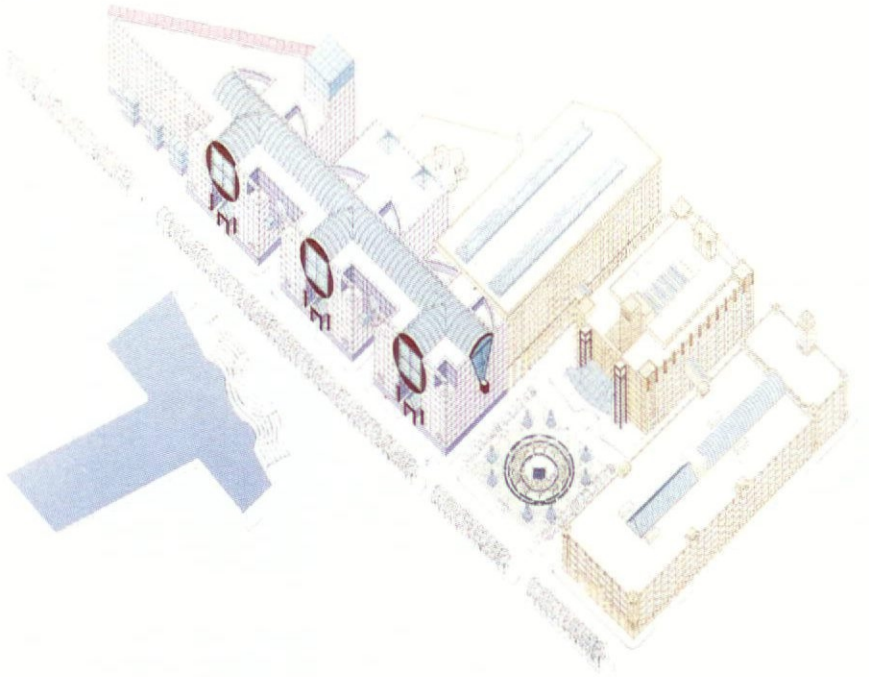
It's no secret that The Mart and Dallas Market Center developers Trammel Crow were searching for suitable sites in Manhattan to build a design center back in the early '80s. Since no reasonable real estate was available in midtown, possibilities included the warehouse district of the Lower West Side, Long Island City, and even the Meadowlands out in New Jersey. Obviously, New York City's Office of Business Development had a vested interest in keeping the design industry within city limits and brought these circumstances to the attention of Lazard Realty. "We knew Lazard had this property out in Long Island City, so we tried to match developer with design center," says Iris Soodak, department director of marketing, New York City Office of Business Development.

While Dineen was still with The Mart in 1982, extensive talks were conducted with Lazard Realty and The Merchandise Mart owners about a co-venture. "It was during NEOCON 14 that we mutually decided that we (Lazard) would go it alone in New York," recalls Schulweis. After a

A barrel-vaulted glass awning (above) in Center Two serves as a gateway to IDCNY and gives an inside/outside sequentiality to the forecourt (opp. page).

IDCNY

Just a 10-minute trip across the 59th St. Bridge



Pei's master plan calls for a plaza, additions to Centers Three and Four, plus a hotel (right). All buildings will be connected by walkways. A benefit held in Center Two demonstrates how the atrium space can be used for special events.

period of orientation with the industry, Lazard took the advice of experts and hired a blue-chip roster of industry stars to put the project together. I.M. Pei became the Master Plan architect; Gwathmey Siegel in association with Stephen Lepp Architects PC took on the design and project management; and Vignelli Associates was assigned graphic and communications design.

Soon after that, Dineen was hired as president; Len Lemlein, a leasing veteran from the Pacific Design Center, joined as vice president, director of leasing; and eventually Fern Mallis, a public relations expert with several design industry accounts (among them IDCNY), dissolved her firm to become vice president, director of marketing.

Location was always an issue

As expected, one of the foremost problems with the project was its location just across the 59th Street bridge. Convincing die-hard New Yorkers to go out to Queens instead of hustling, bustling Manhattan has not been easy. But with efficient shuttle service and cabs or limos available to transport visitors, IDCNY executives are convinced that it is no longer a problem. At this point, it may be more of a territorial problem than anything else. "We're dealing with a small group of elite East Siders who have the perception that Long Island City is a tacky, smoke-stack neighborhood," says Joseph R. Traina, executive vice president, Lazard Development, an operating arm of Lazard Realty. "But walk up Third or Fifth Avenue, both which used to be very chic about 10 years ago, and they are congested with sidewalk vendors and tacky shops opening up all over. You can't walk the streets in Manhattan without being hit by bus fumes. Out-of-towners who aren't used to this are going to find that at IDCNY, the nature of their business is going to be much more pleasant than that of going from building to building and being intimidated by Manhattan."

A 10 minute trip across the 59th Street Bridge in a comfortable IDCNY shuttle bus (from 919 Third Ave.), or cab, brings visitors to a neighborhood that is basically industrial, but changing. According to Traina, Citicorp is building a $300 million office center just three blocks from IDCNY and the Port Authority is developing a $500 million mixed-use project at Hunter's Point on the East River. "The city is pitching in $4 million dollars for street and subway improvements," he adds. "When it's all done, there will be an enclosed pedestrian walkway linking IDCNY to Citicorp Square."

In addition, the availability of inexpensive loft space has attracted a number of artists and designers out to the area. "It may be the next Soho," says Traina, adding that when I.M. Pei first came out to the IDCNY location, he likened it to the first time he saw the United Nations site. "He remarked that before it was developed, the U.N. site was a blight on Manhattan. But just look at how fashionable the East Side is now—Pei felt that ultimately Long Island City would become like that."

A $23 million Urban Development Action (UDAG) grant from the U.S. government certainly helped give IDCNY momentum. Besides allocating money for street and public transportation improvements, the City of New York is providing a 20-year tax abatement and a relocation assistance program for IDCNY tenants. Sweet deals for early tenants promised larger spaces at half the cost. For Stephen Kiviat, president of Atelier International, the first contract manufacturer to sign, it was an opportunity to make a design center happen. "Without a major mart building, New York City was an anomaly," he says. "There was also real concern about rents in Manhattan." A.I. will double its space from 10,500 sq. ft. at 595 Madison Avenue to 21,000 sq. ft. at IDCNY. The company will move its entire sales and marketing staff into a stunning penthouse suite in Center Two by Designer's Saturday.



Active in the New York design community, Kiviat is also chairman of IDCNY's Tenant Advisory Committee (TAC) and president of Designer's Saturday. Not surprisingly, he feels that the future of the market is at IDCNY. Dineen agrees, "There is no question about it that Designer's Saturday is going to change. We want to establish an absolute relationship with the group and continue it on the basis that whatever we do, we do it together for the betterment of the industry." Says Mallis, "I would like to see Designer's Saturday open its doors and embrace the whole industry in New York City. If the group wants to maintain some sort of policy, it could sponsor certain events throughout the year, at IDCNY even."

Success of IDCNY measured in 3-5 years

What happens to Designer's Saturday largely depends on the success of IDCNY, which experts predict will take three-to-five years to establish itself as the premier facility in New York City. After all, a design center is not born overnight. "Whatever The Merchandise Mart management did as well as they did it, was a slow evolutionary process that came about over a number of years," comments Schulweis. And it's true that since the Preview Opening last October, when only four showrooms were ready, traffic at IDCNY has been practically non-existent. "There's an explanation for that," says leasing director Lemlein. "We have 70 companies signed, but only about 10 showrooms actually open (at this writing). Obviously, each time a new company moves in, it will generate that much more traffic." According to Lemlein, it is only a matter of time before all the major contract manufacturers will move out to IDCNY. "Companies we're talking with now are not saying that they are definitely not coming here," he says. As if to confirm this, Herman Miller, the only hold-out of the systems furniture giants, recently signed a letter of intent to lease space in IDCNY.

What designers are saying about IDCNY

Speculation was abundant at first, but now the design community is in full support of IDCNY. Here are some comments from a few architects and interior designers on the subject.

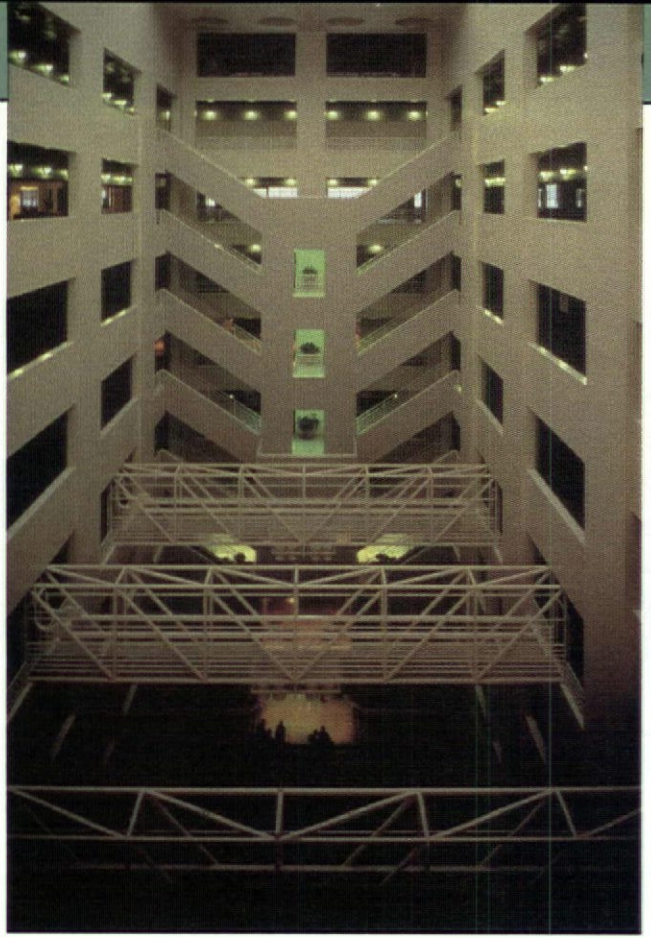
"I think that New York City is definitely ready for a major mart building. As a result of not having a single, centralized location for showroom sources in New York, I've often flown clients to Chicago for a day's worth of shopping at The Merchandise Mart."—*Donald Brinkman, vice president, Gensler and Associates, Architects*

"If it was the best of all worlds, it would be in Manhattan, but we all know that nothing in New York is the best of all worlds. IDCNY will become a center for seminars and events, providing a sense of place for the design profession."—*Roslyn Brandt, managing director, the HOK Interiors Group*

"IDCNY creates a new focus from a real estate/marketing standpoint that New York hasn't enjoyed for many years. The city is following the example of many second-tier metropolitan centers which have already launched their own design marts. This is typical—New York either starts, or is the last to follow. While ISD has relied in the past on mart building sources outside the city, the firm finds that generally clients hire New York designers for access to New York resources and products. IDCNY will therefore help us in providing better services."—*J. Harrison Lassiter, vice president, ISD Incorporated*

"The IDCNY has a magnificent site. Its location in buildings which are beautifully designed will certainly attract a professional following in our industry. It may take a few years to become fully operational, but I find that there's great enthusiasm for it in areas outside New York, including Washington, D.C., where I manage my own firm."—*Sandra Ragan, national president, Institute of Business Designers*

"Both as a design practitioner and as a spokesperson for ASID and its Industry Foundation, I think that the more design center sources our profession has available on a local basis, the better. There's a symbiotic relationship between suppliers and design professionals; what benefits one also benefits the other. Our field is hungry for knowledge provided by educational programming and I endorse what IDCNY is doing to reach the professional community year-round with informative seminars and exhibitions."—*Janet Schirn, national president, American Society of Interior Designers*





(Left) "The side aisles, catwalks, and stairs give a density to the layering of Center Two's atrium," says design architect Charles Gwathmey. "You can understand the building through the atrium." Center One (above), which will be open in October, has similar detailing. "We were able to use a barrel-vaulted ceiling to give it a galleria look," remarks Stephen Lepp, project architect. "The space seems to soar."

IDCNY

Year-round activities spur Center's growth

Besides signing leases, a major thrust of IDCNY's program is to develop year-round activities at the center. "IDCNY has two of the most spectacular public spaces in New York City where an industry can gather, meet, talk, and exchange ideas," states Mallis. "There is no place else that such events can happen." After Center Four is developed with conference rooms, exhibit space, and auditorium rooms, there will be even more opportunities for meetings. Highlights of the past year include a museum-quality exhibition of the works of Afra and Tobia Scarpa; an ASID black tie gala affair; numerous lectures sponsored by the Industrial Designers Society of America; a salute to the Statue of Liberty; a fashion show; and laser light show produced by Elizabeth Arden to launch Karl Lagerfeld's new cologne.

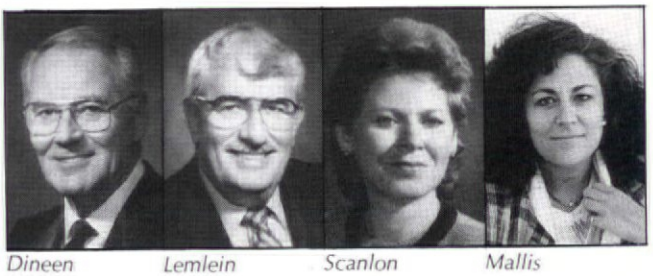
Attention paid to every detail of master plan

As far as the physical plans for IDCNY are concerned, construction will begin on Center Three at the end of this year and on Center Four in 1987. Other elements in the Master Plan, including interconnecting walkways, an underground parking garage, entrance plaza, building additions, a hotel, street landscaping, and waterfront access may take as long as 10 years to complete. There are plans for some 4 million sq. ft. of showroom space for the interiors industry. Lazard executives emphasize that the whole project has to be phased, but that they have not officially cut anything from the master plan. "We paid attention to every detail of the original Master Plan and have lived up to it," states Schulweis proudly. "This industry has never had so much attention paid to it by so many people who understand its well being.

"I firmly believe that companies will sell more furniture at IDCNY because it is a commercial facility designed to enhance their business," he continues. "The location is the location, and we can't change that. But except for that one item, we came as close as we could. There isn't a thing we could or would do differently."

Some wonder whether or not any New York market at IDCNY will eventually eclipse NEOCON. There are those who are convinced that Chicago will become a regional market along with WestWeek in Los Angeles, but that IDCNY will have national and perhaps, international impact. A major factor in this prediction may just be the fact that IDCNY is new. Others disagree and do not think it is true that designers and architects prefer to come to New York to do business if they can see the same products closer to home. As for European interest, it stands to reason that New York is usually the first port of call and as soon as foreigners find out about IDCNY, they too, may come to see what's new.

At any rate, IDCNY is a long way from becoming the home for the international interior design industry. It just recently started pitching to residential manufacturers and is still finishing up construction of Center One. But the potential is there and the vision remains strong. "In 10 years, IDCNY will probably be one of the major marketing platforms in the United States for both commercial and residential interior design," predicts Dineen. "I also visualize it not just as a place for showrooms, but a place for activities extremely important to professionals. This is key to its whole concept." □



Dineen Lemlein Scanlon Mallis

IDCNY Milestones

Fall 1981: *Lazard Realty purchases 10-acre tract in Long Island City, with the intention of developing an office complex.*
Late fall 1981: *City of New York urges Lazard to establish a design center instead. Puts them in contact with interested parties, among them the Chicago Merchandise Mart, which is scouting around for properties in New York City.*
June 1982: *Talks with Mart owners about a co-venture break down; Lazard decides to "go it alone."*
April 1983: *Emmett Dineen leaves position as senior vice president, The Merchandise Mart, to become IDCNY president. I.M. Pei, Gwathmey Siegel and Associates, and Vignelli Associates join IDCNY's team. Launching party held at the Rainbow Room, New York.*
July 1983: *I.M. Pei reveals master plan for IDCNY.*
Summer 1983: *Federal government provides a $23 million Urban Development Action Grant (UDAG) to IDCNY. New York City awards tenants of the project a 20-year real estate tax abatement and appropriates $4 million to improve local streets and public transportation.*
May 1984: *Construction at the site starts. Mayor Koch, other city and government officials attend ceremony in Long Island City.*
October 1983: *Atelier International signs first contract lease in Center Two, the first building to be developed.*
October 1984: *Knoll International signs first lease in Center One.*
June 1985: *IDCNY sign atop Center Three is lit.*
October 1985: *Preview Opening held in conjunction with Designer's Saturday. Over 5,000 people visit IDCNY. Howe, Metropolitan Furniture, Fixtures Furniture, and Alma Desk open permanent showrooms.*
July 1986: *Herman Miller signs letter of intent to lease space at IDCNY.*
October 1986: *Grand Opening planned in conjunction with Designer's Saturday. Approximately 50 showrooms expected to be open.*

IDCNY Facts

Owners: *A Lazard Freres-related limited partnership.*
Location: *29-10 Thompson Avenue, Long Island City (just over the 59th Street bridge).*
Total sq. ft.: *More than 1 million in Centers One and Two (Phase I); over 4 million planned altogether (Phases II-IV).*
Phase I cost: *$150 million.*
Sq. ft. leased: *Almost 60 percent, or over 500,000-sq.-ft. in Centers One and Two as of August 1986.*
Architects/consultants: *I.M. Pei & Partners, master plan; Gwathmey Siegel and Associates, design architect; Stephen Lepp Associates PC, project architect; and Vignelli Associates, graphics, signage, and communication design.*
Management: *Emmett L. Dineen, president; Len Lemlein, vice president, director of leasing; Fern Mallis, vice president, marketing/communications; and Kathleen Scanlon, vice president, administration.*
Transportation: *Bus leaves IDCNY's Satellite office at 919 Third Avenue and departs Long Island every half hour daily, Monday-Friday, except during certain morning hours. Call 212/486-5252 for a complete schedule.*

Tenant Listing

Showrooms open by October:
**Allsteel (temporary)*
**Alma Desk*
**Atelier International*
**Artemide (temporary)*
Gretchen Bellinger
Bernhardt
BNI/Biltrite Nightingale
**Brayton*
Bright Chair
CADSANA, Cadwallader and Sangiorgio Assoc.
Campaniello Imports
Comforto
Contract Marketing Assoc.
**Cumberland/I.M. Rosen*
**Davis Furniture*
**Domore*
Domus Italia
Donn Corp.
**Fixtures Furniture*
Fuller Contract Accessories
Gregson Furniture Inds.
GS Associates
Gullan Int'l/Bieffplast
**Gunlocke*
**Hardwood House*
**Helikon*
Hickory Business Furniture
**Howe Furniture Corp.*
**ICF*
Interact/Acoustical Screens
IPI
**IG Furniture*
Jofco
**Joyce International*
Kenmore Carpet Corp.
**Kinetics*
**Knoll International (temporary)*
**Jack Lenor Larsen*
Levine Calvano Associates
**Metropolitan Furniture Corp.*
**Mueller Furniture Corp.*
**Myrtle Desk*
Nestler Carpets
Orgatech
Patrician Furniture
Ron Rezek Lighting + Furniture
**Rudd International*
Schafer Brothers
Schumacher & Co.
Smith Metal Arts
**Steelcase/Stow & Davis*
Storwal
Tuohy Furniture
Veneer Products
**Westinghouse*
Xception Design

Signed leases:
Beauty with Marble
Carnegie Fabrics
Edward Pashayan
Filzer/Paul/Weinstein
Girsberger Inds.
Laminates Unlimited
**Modern Mode*
Scalamandre Silks
Scandiline
Staff Lighting
Unifor

**indicates Designer's Saturday members*

By **SARA O. MARBERRY**
Senior Associate Editor

DESIGN FIRM MERGER UNIQUE TO INDUSTRY

Bold business decision realizes equality of gain for partners Heinz & Staffelbach



Last November, when designers Andre Staffelbach, FIBD and Jo Heinz, FIBD finalized the merging of their respective firms—Andre Staffelbach Designs and Associates, Dallas, and Interior Spaces, Topeka, Kans.—it was the end of one chapter and the beginning of another. The decision process which led to the merger, execution of, and re-organization of the two firms as one, Staffelbach Designs and Associates, is a unique story in itself. It represents the embodiment of good business practice by demonstrating that change is necessary to achieve continued prosperity.

As two separate entities, each partner had experienced a great deal of success which would ultimately make their union stronger. Staffelbach was born and educated as an interior designer in Switzerland and emigrated to the United States in 1962. After living and working in the New York metropolitan area, San Francisco, and Chicago, he relocated to Dallas, Tex. and founded his firm in 1966. He was one of the early pioneers of the marketing of interior planning and design services for a fee, versus the traditional sale of products. Over the past 19 years, his firm's design fee billing had grown to over $2.7 million a year.

Heinz is a Nebraska native who graduated from Kansas State University with a B.S. in interior design. After working for several design firms in the midwest, she founded Interior Spaces in 1979 in Topeka. A second office was later established in Kansas City, Mo. in 1982. The firm billed about $.8 million in design fees for 1985.

Over the years, Staffelbach and Heinz became acquainted through participation in industry associations. Both are past presidents of the National Council for Interior Design Qualification (NCIDQ) and the Institute of Business Designers (IBD). They worked together on the committee that produced the "Trends" document for IBD in 1985. According to Heinz, they had talked about merging for a long time and had even exchanged employees during corresponding peak and off-peak work loads. But it was while they were working on the "Trends" report that they got to know each other better and started seriously considering a merger. "We knew each other's work ethic and personality and felt secure that we could work together," Heinz says.

The decision to merge was finalized during a management retreat they attended in Vail, Col. early in the summer of 1985. The mediator at that retreat was a man named Henry W. Schirmer, FAIA, a 20-year industry veteran and principal consultant of The Coxe Group, a Philadelphia-based management and marketing consulting company for professional service firms. Schirmer was hired to assist in the "how to's" of the merger. His expertise in organizational strategies and planning as well as in the "human aspects" of business was



Photography by Hedrich Blessing/Nick Merrick

A custom-made credenza spans across customer service areas (left) near windows in Metropolitan National Bank's lobby, done by Staffelbach Designs and Associates. Bank design is one of the Dallas-based firm's specialties.

to prove invaluable in the merger process.

"We had both reached a point where our firms had grown so large that it was becoming difficult to manage all facets of the business, Heinz notes, when asked for the reason behind the merger. Andre had 50 people and I had 15. We felt that our combined efforts would reach a greater market." And despite the differences in numbers of employees and design fees, it was to be a merger of equal forces. "One did not have more to gain than the other," says Schirmer, adding that a merger is easier to execute if one party is strong and the other weak, but that "these are both very strong people."

Audit finds middle management gap

A long-time business associate and friend of Heinz, Schirmer was familiar with Interior Spaces' structure and management goals. But, in order to learn about Staffelbach's firm before the retreat, he had to do an employee "audit." "I came into Andre's organization and talked to people on all different levels to find out how they felt about the firm, where they wanted to go, and how they viewed the leadership," explains Schirmer. He distributed a questionnaire called the Likert Organizational Survey to all employees to determine their attitudes about the leadership, communication, motivational, decision-making, goal-setting, and control qualities of the firm. "The survey showed some differences and some similarities," Schirmer reports. "I found strong leadership at the top, backed by solid production people at the bottom. Both firms had a definite mid-level management gap." To solve this problem, Schirmer recommended hiring an administrative director whose primary goal would be to set up a financial management system.

The Vail retreat was also used to hammer out Staffelbach's and Heinz's job responsibilities as well as organize the structure of the new firm. It became clear that Staffelbach didn't want to give up financial control of the firm, wanted to be more involved in conceptual design and marketing, but despised day to day administration. Heinz, on the other hand, was willing and had the capability to do daily administrative tasks. "Each had talents that the other needed," says Schirmer.

It was decided that Staffelbach would be president, chairman of the board, and chief executive officer, while Heinz would be senior vice president and chief operating officer. Both are the major shareholders in the firm, along with three other employess. Irene Chen, a former accountant with Andre's firm, was hired to fill the new position of vice president of administration. After accountants went through the books for each firm and three months' worth of legal issues were decided, the merger contract was signed for an initial three-year binding agreement in November 1985.

Management consultant has continuing role

"Henry was very valuable in explaining the merger to our employees," says Heinz. "He made presentations to the shareholders and to both of our companies. It was timed so that no one group knew about it ahead of another." Schirmer continues to be a consultant to the firm, but stresses that his role is and always has been one of an advisor, presenting alternatives that clients may or may not act upon. "It's very important when working with a consultant to look at all the options and then take what applies to you and use it," says Staffelbach.

In the first year, the firm has experienced typical kinds of

STAFFELBACH AND ASSOCIATES PROFILE

Decision to merge made at management retreat

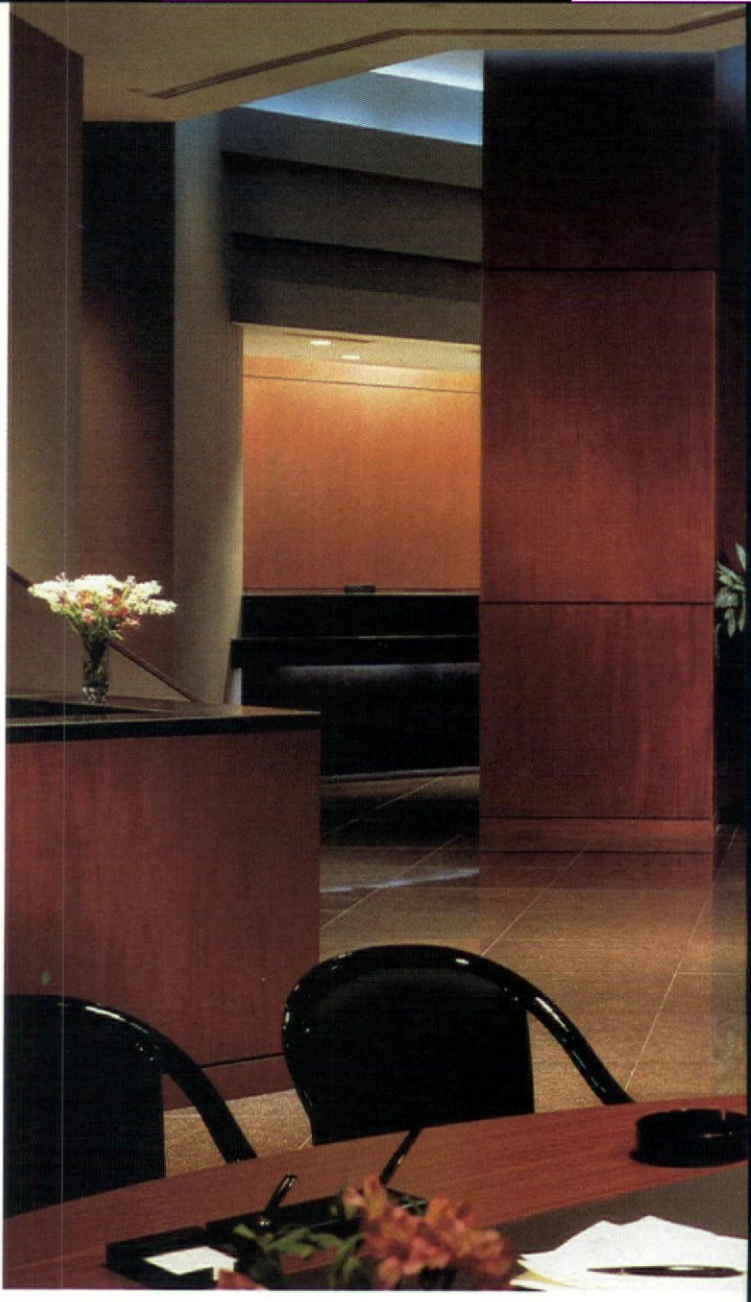
growing pains and adjustment difficulties. One such adjustment involved just recognizing basic personality differences. Heinz tends to be very organized on paper and detail-oriented, whereas Staffelbach's style is to work from "gut feelings." "We almost killed each other in the first month," laughs Heinz. It was also difficult for each to give up certain parts of the business, since they both had been doing it all on their own. Each has a two-to-three page job description outlining areas of responsibility. "I haven't figured out yet whether it works or not," muses Staffelbach about his job responsibilities. "But I keep my job description on my desk and read it every morning."

Beyond the benefits of improved business management, immediate advantages of the merger include an expansion in services. Staffelbach's firm was principally involved in corporate office, bank, and retail design, plus tenant space planning and development. Heinz brings experience in those areas, plus healthcare and hospitality design. Heinz also sees a positive gain in the fact that the two principals of the firm are of the opposite sex. "There are some clients whom Andre can handle better than I and vice versa," she admits.

"The merger definitely has more positives than negatives," states Staffelbach. "I'm still an entrepreneur at heart, but there comes a point when you have to change, because what makes an entrepreneur great destroys him too." And even though he still wants to "be on the mountain alone," Staffelbach knows that together, he and Heinz will go further than if each was alone. "We have learned how much we can benefit each other," Heinz says. "But I don't think we've begun to realize how much."

If he had to do it all over again, Staffelbach admits that he would take a closer look at the actual costs of merging before going ahead. "We spent about $75,000 on this venture," he laments. "I didn't expect it to be so high." These costs included Schirmer's fee, legal costs, accounting fees, relocation

(Continued on p. 160)







Rich materials, such as mahogany, marble, and granite blend with soft lighting to illuminate a warm, sophisticated environment for Metropolitan National Bank (above, center and opp. page). Andre Staffelbach, president and Jo Heinz, senior vice president, Staffelbach Designs and Associates, discuss business solutions with Henry R. Schirmer, management consultant, The Coxe Group. Heinz and Staffelbach (right) find that their working styles complement each other.





Staffelbach project: Metropolitan National Bank, Little Rock, Ark.
Sq. ft.: 30,000
Project design team: Larry Golden, IBD, principal in charge; Nancy Soultanian, project manager; Amy Bornowski, ASID, interior designer; Andre Staffelbach, FIBD, design advisor.
Completion: May 1985
Project notes: This downtown facility for suburban Metropolitan National Bank occupies two floors in the new 26-story FirstSouth Building in Metropolitan Plaza. Challenged to design an environment that would appeal to Metropolitan's current clientele yet reflect its growing stature in the banking community, the design team used rich materials and architectural elements to create a sophisticated, warm environment. Polished Dakota and Black Andes granites that appear on the building's exterior and public areas are used on the banking floor, teller wall, and columns. Architectural details, such as stepped ceilings and soffits, blend with fabric-covered walls and subdued lighting to accent rich, hand-polished Honduras mahogany panelling and furnishings in customer service areas. A seating area in the center features a granite table and dark gray leather-covered lounge chairs. Custom-designed granite check writing stands flank customer areas and facilitate traffic flow to the teller line, which has a highlighted purse shelf and furred-down ceiling.
Comment: *"The elimination of any metal surface and use of mahogany and Black Andes granite gives the project a low-key, sophisticated image."*—Nancy Soultanian, project manager.

Sources: Casegoods, desks, seating—iil, Knoll International, Stendig International, Kron U.S.A., Cumberland Furniture. **Accessories**—Smith Metal Arts. **Fabrics**—Spinneybeck, SunarHauserman, Herman Miller. **Custom rug**—Form Ili. **Millwork**—Cedarquist.

Staffelbach Milestones

Founded: *Andre Staffelbach and Associates, 1966; Interior Spaces, 1979. Merged as Staffelbach and Associates, November 1985.*
Branch offices: *Topeka, Kans. and Kansas City, Mo.*
Principals: *Andre Staffelbach, president and chief executive officer; Jo Heinz, senior vice president and chief operating officer.*
Staff: *60 employees.*
Services: *Interior programming, planning, design, and specification of products for commercial facilities.*
Commerical projects: *offices, banks, retail, hospitality, and healthcare.*
Awards/designations: *IBD*/Interior Design *competition Silver Medallion award, 1985 (Interior Spaces); IBD Distinguished Merit Award, 1983 (Heinz); Institute of Business Designers College of Fellows Designation, 1977 (Staffelbach), 1979 (Heinz); Kansas State Historical Society Preservation Award, 1983 (Interior Spaces).*
Current projects: *The Lomas and Nettleton Company, Dallas; Corry Jamestown showroom, Houston, and headquarters, Dallas; Cadillac Fairview Urban Development, Dallas; Southland Financial, Dallas; IBM, Dallas; Santa Fe Railroad headquarters, Kansas City, Mo.; and Landmark Hotel Corp., Kans.*
Projected figures: *$45 million dollar volume; $4.2 million total fees; with 1.6 million sq. ft. of space designed in 1986.*

Each firm needed the other's talent

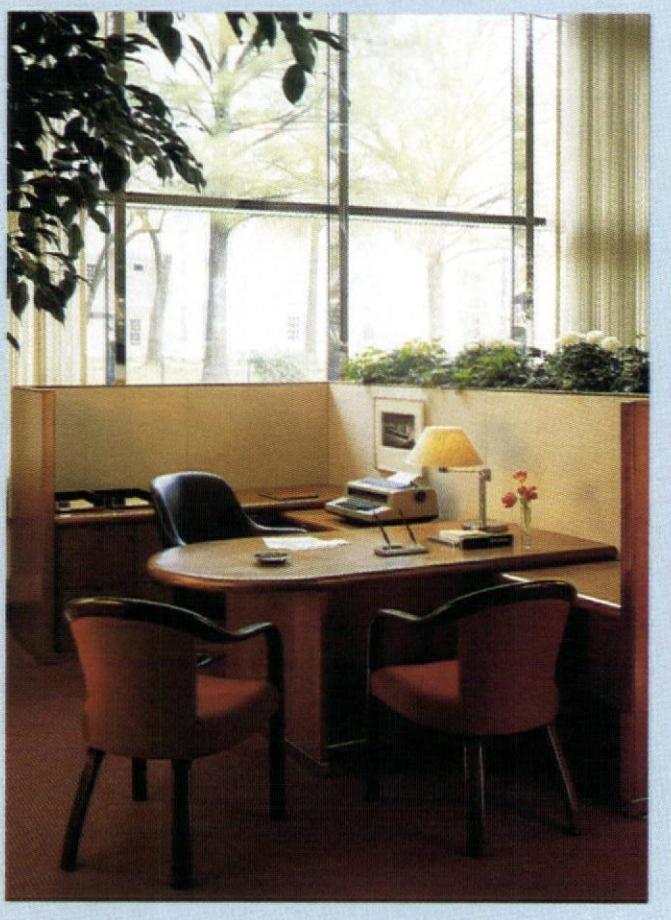
(Continued from p. 158)

expenses, travel costs, and a psychologist's fee for job evaluation consultations.

Even though Heinz moved to the new firm's Dallas headquarters, both the Topeka and Kansas City offices are still in operation. Right now, about 75 percent of the firm's business is in the Dallas area, but the ailing Texas economy may change Staffelbach's market focus. Both principals agree that it is the former Staffelbach firm's repeat clients that are keeping them in business in Texas and project 1986 billing fees to at least equal combined figures from last year. This is significant in light of the fact that some jobs are going for as little as $1 per sq. ft. in Dallas. Staffelbach points out that in a bad economy, many architects turn to interior design and the quality of work sometimes suffers. His old motto, "excellence from concept through realization," remains strong with the new firm and he vows that he won't lower fees to compete at the cost of these standards.

"We are fortunate to remain on the same level as before," admits Staffelbach. "Many design firms in Dallas have gone out of business or let half of their employees go." He thinks the economy may improve within the year, but says, "Texas is just overbuilt. Companies can't afford to expand right now and that's killing the design business."

On a more positive note, Heinz reports that the most significant change for the firm since the merger has been in the financial data area. "Irene's position as vice president of administration is vital," she says. "Before, we were just keeping up, but now we can look into the future and plan for expansion." Irene Chen's responsibilities include monitoring quality control and standards, providing administrative management, coordinating planning cycle and reports, plus doing administrative financial management, human resource management, building management, purchasing, and legal requirements for the firm. Reports are generated by Chen on a weekly basis so that everybody is aware of the financial position of each project. Heinz oversees all of this, explaining that by implementing such a system, the company hopes to "build the strongest possible firm and form a nucleus of people who understand every aspect of our business." If knowledge is power, this can only increase the strength of an already successful design firm. □

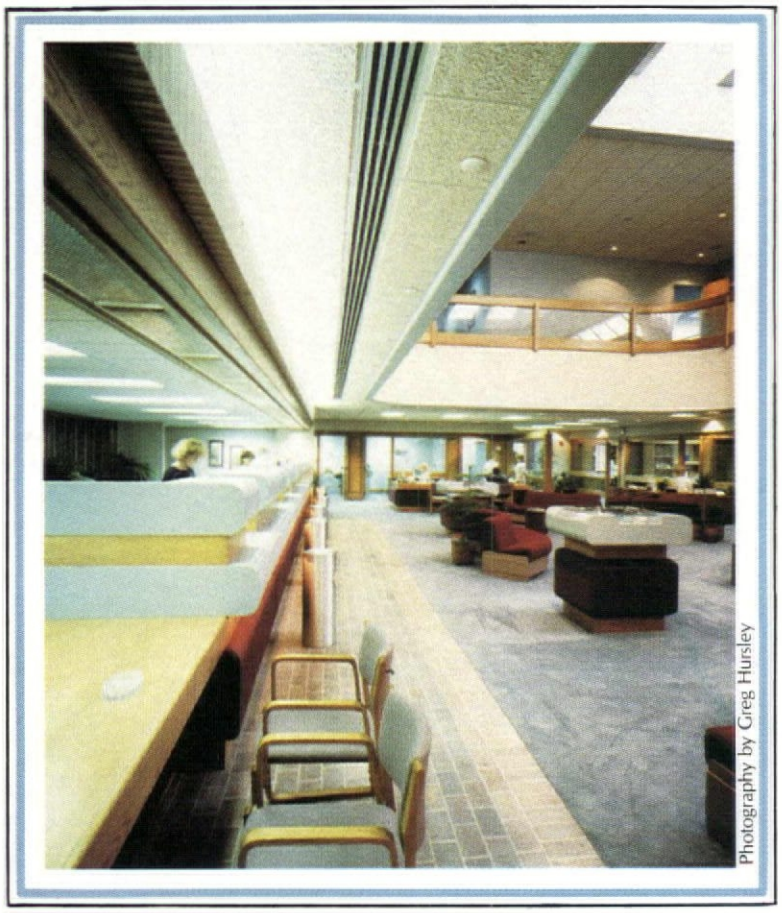


Mid-height partition walls provide necessary privacy for customer transactions in FirstSouth Savings and Loan, Little Rock, Ark. (above). An open balcony overlooks the banking floor, (opp. page) which uses the same Dakota mahogany granite that is on the building exterior.

Staffelbach project: FirstSouth Savings and Loan, Little Rock, Arkansas. **Sq. ft.:** 60,000
Project design team: Larry Golden, IBD, principal-in-charge and project manager; Cheryl Baughman, project designer; Andre Staffelbach, FIBD, design advisor.
Completion: June 1985
Project notes: Confronted by a four-story atrium and large glass walls, the design team had to balance volume and space with a comfortable atmosphere for FirstSouth. As the largest savings and loan institution in Arkansas, the company had expanded its Little Rock facility and was to occupy five floors in the new FirstSouth Building at Metropolitan Plaza. To enhance the atrium, the design team reinforced the strong architectural characteristics in the banking floor layout. The teller line is centered under the balconies opposite the main entrance, overlooking the county courthouse, a landmark for the area. Staff workstations and customer service areas are placed on the perimeter. Two of the balcony levels feature full height glass walls; the one right above the banking floor is open. Once again, the Dakota Mahogany granite on the building's exterior was used to establish an interior design palette. At the client's request, orange and russet tones were used to match FirstSouth's corporate logo. Warm colors of the stone, fabric-covered walls, carpeting, and cherrywood casegoods are enhanced by the atrium's natural light.
Comment: *"The objective was to make this large vertical space comfortable. This was achieved visually through the colors, forms, marbles, and woods."*—Larry Golden, principal-in-charge and project manager.

Sources: Casegoods, desks, seating–iil, Zographos Designs, Ltd., Gunlocke, Interior Crafts. **Accessories**–Metcor, Smokador. **Lighting**–Nessen Lamps, Boyd Lighting. **Fabrics**–Knoll Textiles, Unika Vaev U.S.A., Boris Kroll Fabrics, Lackawanna Leather, Design Tex. **Millwork**–Architectural Woodworking. **Fabric panels**–Cedarquist.





Photography by Greg Hursley

OKLAHOMA BANK TRIPLES SPACE WITH AWARD-WINNING DESIGN

Skylights dramatize 25,000-sq.-ft. interior

The award-winning architecture of Investors Federal Bank building, El Reno, Okla., cited for design by the Oklahoma Chapter of the AIA, inspired interior treatments by local firm Architectural Interiors, Oklahoma City. Indeed, much of Investors' space design is an enhancement of its architecture, drawing on curved forms that are found in large elements as well as details.

This building's most startling feature, as planned by architects Kaighn & Associates, is its lobby skylight which serves to flood the interior with natural illumination. A second-floor mezzanine provides a panoramic view of the lobby below, while from the main floor, its curving perimeter adds drama to the space.

Notes Alison Hafar of the interior design firm, "We worked directly with the architects to unify the space. Special architectural finishes and features were employed to create a marriage that works visually and functionally." Millwork trim

Soft gray laminate, wood trim, and wool fabric accent the teller line, which is located underneath the mezzanine floor (above). An angled skylight and curved outside mezzanine wall offer visual interest in the 24-hour lobby (opp. page).





INVESTORS FEDERAL

After-hours lobby 'a new twist'

was stained a honey oak color—a dominant interior architectural finish—to blend with desks; wood blinds were specified on perimeter offices.

The teller line, a main focus in the lobby area, is treated with soft gray laminate, wood trim, and wool fabric which is also applied to seating. Similarly, check stands, reception furnishings, and loan processing counters are designed in the same coordinated finish program.

Correlation of shapes, finishes throughout

Radius forms are found everywhere—on seating, in tables, stands, and on teller counters. The bank's president and executive vice president apparently requested that this design idiom, which sprung from the furnishings themselves, be carried throughout the facility. Entrance doors are therefore designed with radius-cornered window panes.

The 25,000-sq.-ft. project was designed for flexibility in expansion according to future need. The second floor area is expected to be in full use within two years. It currently holds offices for accounting and mortgage lending. When finished, this level will permit addition of a trust department, law office, bookkeeping, branch coordinator, and training room.

The first floor houses the main lobby, after-hours lobby, management offices, savings and loan departments, bookkeeping, vaults, teller line, and employee lounge. Of these spaces, the 24-hour banking lobby, just outside the main lobby entrance, offers special visual interest with its angled skylight, brick paved floor, and rich millwork. Here, the overhead mezzanine is presented as a continuous curve from interior to exterior, echoing the forms present inside.

"The concept of the after-hours lobby with its ATMs is a new twist for the bank," says Hafar, while commenting that Investors Federal (founded in 1918) enjoys a close-knit relationship with its customers. Upon opening the new facility, which tripled the size of the bank's previous quarters, a week-long reception was held to welcome the public. The El Reno bank is located in a suburb of Oklahoma City and serves a rural farming population.

Bank logo colors—burgundy and gray—became the predominant palette for interiors. Black is used as an accent color. Direct and ambient lighting are employed to soften the effects of abundant daylight from the skylit interior. Energy-efficient Verosol blinds permit transmission of exterior light without heat loss in winter, or gain in summer. All windows are thermally glazed—*R.W.*



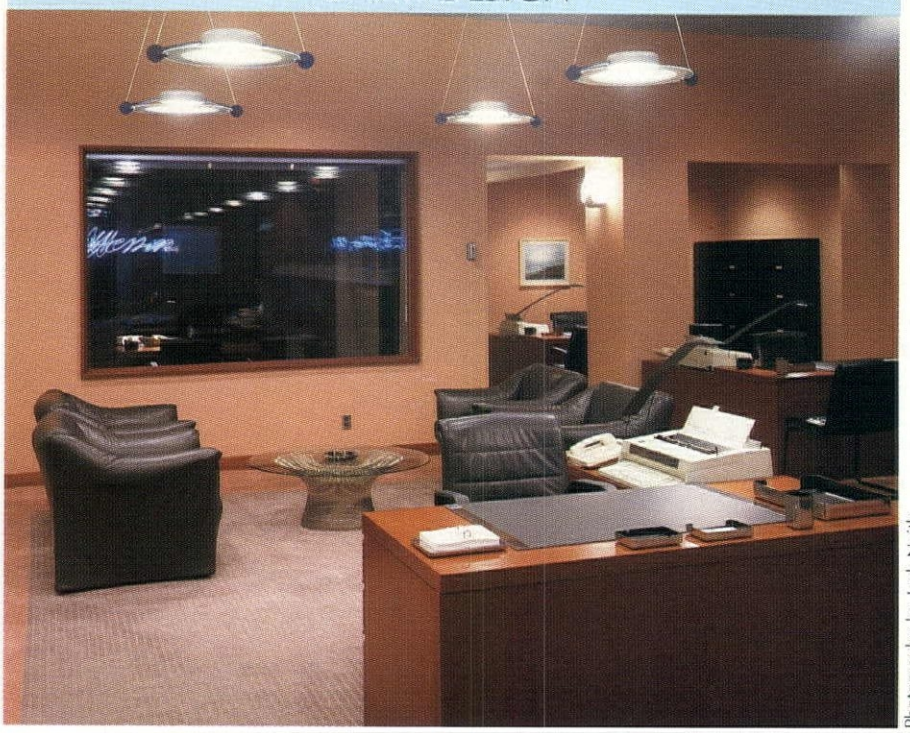


A skylight (opp. page) floods the main banking floor with natural illumination. The mezzanine level (top) gives a dramatic view of the lobby below. Visual access to the 24-hour lobby is also provided by the mezzanine level (above). Its curved wall unifies both spaces, one of the same architectural forms used in each lobby area.

SOURCES

Seating—Gunlocke, Fixtures, Metropolitan, Novikoff, Vecta, Brayton. **Casegoods**—Novikoff. **Tables**—Cumberland, Tuohy, Vecta, Novikoff. **Files**—Allsteel. **Accessories**—McDonald Products, Vogel Peterson, Angus-Stuart, Sigma. **Fabrics, leathers**—Design Tex, Lackawanna Leathers, Clark & Burchfield, S. Harris. **Systems furniture**—Westinghouse. **Lighting**—SPI. **Floorcovering**—Summit brick & tile, Patcraft carpeting. **Laminate**—Formica. **Window treatments**—Verosol, Nanick. **Wallcoverings**—Commander Classics, Josephson, Highlands, Guilford. **Artwork**—Architectural Interiors, Ruthie Mittelstaedt of Interior Reflections.

Architecture—Kaighn & Associates, Norman, Okla.; Bill Kaighn, Dwaine Rhodes, Charles Kaighn. **Interior Design**—Architectural Interiors, Oklahoma City: Alison Hafar, Mike Holmes. **Contractor**—J.W. Skaggs, Oklahoma City.



Photography by Jack Neith

JEFFERSON BANK FAST-TRACKS NEW IMAGE

Neon lighting, European furnishings provide informal look

When approval for the Jefferson Bank headquarters project was given in December, a completion date of April was specified by the client. For most design firms, this would be a problem, but not for partners Kerry Ann Nelson and David Horn of Nelson/Horn Interior Design, Philadelphia, for whom a majority of projects are fast-track.

The firm had previously worked on two other branches of the Jefferson bank and has since worked on a fourth installation. Altogether, Jefferson operates nine branches; the bank is 12 years old.

The 10,500-sq.-ft. project illustrated on these pages functions as the bank's headquarters, and is located on Walnut Street in Philadelphia's central business district. For this branch, the majority of clients are area businesses.

The building site was constructed in 1926 by Breyer (of the ice cream company fame) and was initially used as office space. Later, it became a ticketing office for the Pennsylvania Railroad, and starting in 1963, it was used by four different saving and loan offices.

When the site was selected by Jefferson Bank, more demolition of walls and openings was necessary. The biggest problem that Nelson/Horn encountered was a huge marble fountain weighing several tons which was inside the bank (left from a previous tenant). When a buyer could not be located, the designers were forced to demolish this as well.

Obtaining a casual, informal atmosphere was the design goal of the project. Horn explained that the basic premise of the project was to retain part of the structure's previous image while inserting contemporary elements.

Using furnishings from manufacturers with quick-ship programs aided in the flow of the fast-track project, as did good relationships with these suppliers. The time factor dictated custom-design of a check-writing station which was manufactured by Bonaventure/Woods.

Neon captures Jefferson's 'signature'

A novel touch came in the form of neon used in front window signage. Designer Jamie Conover Lilley, whose specialty is neon, duplicated Thomas Jefferson's signature from the Declaration of Independence. Since the bank is angled in from the sidewalk, designers intended to draw the attention of passers-by by means of Jefferson's neon script.

In addition to neon, other lighting elements were influential in defining the atmosphere of the bank. Designers took out fluorescent lighting and installed pendant incandescent fixtures and diffused lighting in interiors. Incandescent lighting constituted wall illumination while halogen was the choice for task lighting and board room light sources.

The color scheme was initially darker, then went lighter at the client's request. With the current scheme, the eye picks up both warm and cool elements. Pink walls combined with

dark green leather chairs achieve the effect of a European club.

The bank is laid out to take customers from public, to semi-private and private spaces. Five teller lines and a reception area are located in the front of the bank. Customer service desks and loan officers' desks are further back, while the board room is located furthest away from the entrance of the bank—on the second floor, to the rear.

There is currently no automated teller, due to extended banking hours offered by the branch, but it is anticipated that one will be installed soon.

Nelson/Horn Interiors, a four-year-old interior design firm, recently started working on bank installations which make up a portion of its commercial work; the latter comprises 80 percent of commissions. —*P.B.*

SOURCES

Desks—Knoll International. **Boardroom table**—Dunbar. **Conference tables**—Knoll International, Dunbar. **Operators' chairs**—Knoll International. **Conference seating**—Dunbar. **Lounge Seating**—Atelier International. **Carpet**—Karastan. **Lighting**—Artemide, IPI Leucos, Atelier International, Nessen. **Neon**—Jamie Conover Lilley. **Desk Accessories**—McDonald Products. **Artwork/Photography**—Alan Gross.

Interior Design—Nelson/Horn Interior Design. **General contractor**—Michael Fossett.

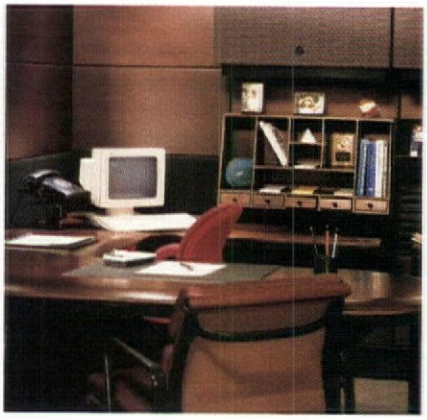


Neon sign, depicting Thomas Jefferson's signature from the Declaration of Independence (top), captures the attention of passers-by. Dark green leather club chairs (opp.) and pendant incandescent light fixtures (above) aid in creating an informal atmosphere in the bank's interior.



Supplier Targets $1 Billion Banking Market







Logo for the mock "Great Lakes Bank and Trust" (upper left) is displayed prominently at the entrance of the facility (left) in the Herman Miller Pavillon. Ethospace walls and components have been adapted to teller lines, check-writing stands, reception/information stations, and workstations for bank officers (center; right).

This month's bank furnishings section demonstrates how product lines are evolving to better serve the needs of end-users in particular niche markets. Increasingly, manufacturers perceive specialty markets as a means of increasing their overall share of the specification dollar.

One such manufacturer is Herman Miller, which has assessed the banking industry as a $1 billion marketplace (in furnishings and fixtures) and has targeted banking as a vital area for product adaptation and growth. The firm decided a few years ago to make a major commitment of facilities and resources to study the changing needs of bank and financial industry specifiers, following deregulation of the industry.

Efforts of the Herman Miller Research Corporation and other company divisions dedicated to its financial services analysis, led to a full-scale mock-up of a 12,500-sq.-ft. bank facility. Named "Great Lakes Bank and Trust," it is located in the Herman Miller Pavilion in Grandville, Mich. Originally planned for exhibition from April through August, displays demonstrating various solutions to banking facility planning are now scheduled for an extended engagement through January 1987.

According to Judy Leese, market manager, Herman Miller, nearly 100 financial institutions, including commercial banks, savings and loans, insurance companies, and stock brokerages have visited the facility since it opened its doors last spring.

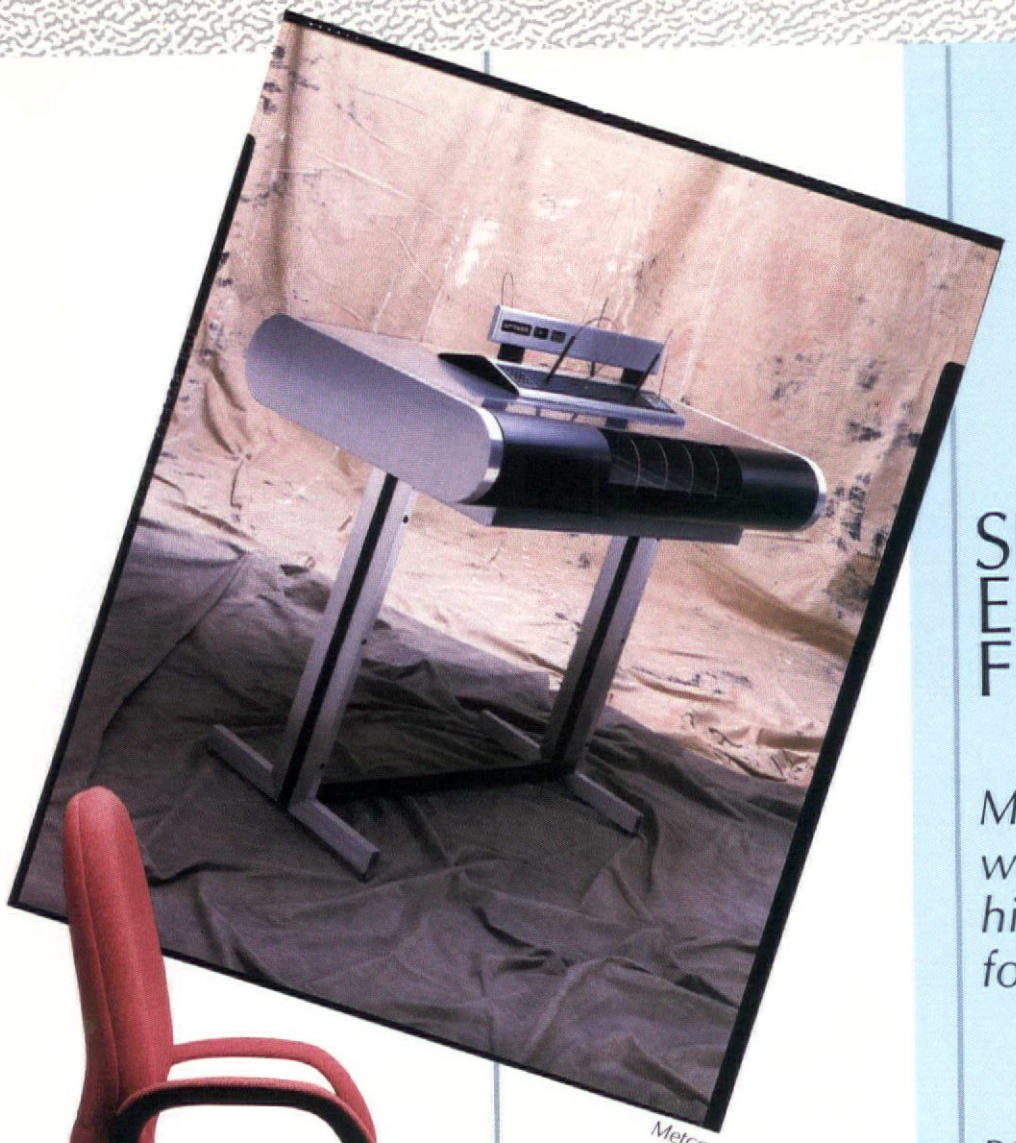
By transforming its showcase Pavilion site into a full-scale simulation branch bank and back-shop area, Herman Miller creates an experimental theater to show how the elements of bank furnishings are indeed translatable into new formats that service today's bank customer and personnel. The traditional platform, teller cage, and back office configuration are replaced by partial-height Ethospace walls and components adapted to teller lines, check-writing stands, reception/information stations, and workstations for bank officers.

Fully modular, Ethospace has been adapted to merchandising displays and other bank fixtures as required. "We want to show that these products have a flexibility that can meet facility needs outside the traditional office," explains Pete Hoekstra, director of market management, Herman Miller.

The mock-up's back-shop area is designed to accommodate machine and paper-intensive processes and displays both Ethospace and Action Office systems. Workstations are designed for a systems analyst, department manager, customer service representative, processing clerk, and research specialist. A "mailroom" is also included to suggest solutions to problems of paper handling and processing that affect many banks.

Deregulation of the banking industry has broadened the range of services, and thereby the marketing programs, of banks. The physical facilities of banks have become an important means to express these services to a discerning public.

As bank officials look for ways to stand out from the competition, while enhancing efficiency and productivity, they will be looking for new product solutions from manufacturers geared to the financial market. Image is the retail bank's life blood.



Metcor



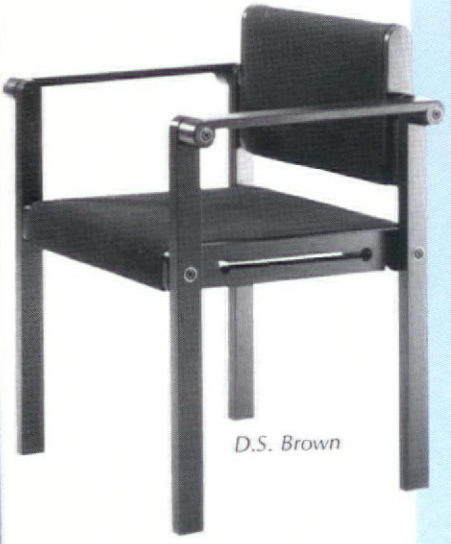
Gulden

SIMPLICITY, ELEGANCE IN FURNISHINGS

Mahogany, oak, walnut create high-status image for bankers



Steelcase



D.S. Brown

D.S. Brown Co.—Stackable Forum chairs are available with or without armrests. Recess at side of the seat facilitates assembly into rows. **Circle No. 242.**

The Gulden Gallery—#1790 Kensington is a reproduction of a two-piece Hepplewhite-style linen press. Interior can be configured with shelves or drawers. **Circle No. 208.**

Metcor—Wedge system of modular bank accessories is available in a single- or double-sided configuration. Also shown is the Perpetual Calendar System with modular LCD clock. Both units are mounted on the high-tech 7004 checkstand. **Circle No. 201.**

Steelcase—Sensor ergonomic seating features sculptured contours and scaled styling to fit all body types. This automatically responsive chair is for all office workers. **Circle No. 244.**



Inwood



Herman Miller



Davis



Thonet



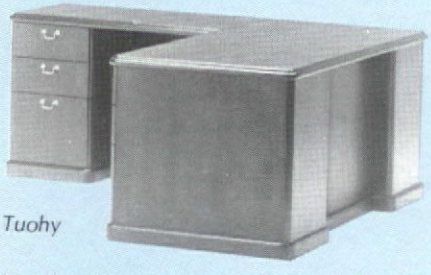
Pace Collection



Gregson

BANK FURNISHINGS

Leather, marble tops for executive desks



Tuohy

Davis—Six top shapes and additional casegoods can create new perimeter configurations for the Woodtech 4000 Conferencing system to aid inter-office communications. **Circle No. 232.**

Tuohy—Standard hardwood species in the Dorian collection of executive furnishings are black walnut, Honduras mahogany, and American white oak. Veneers are selected plain-sliced flitches, book-matched with narrow-heart cathedrals. **Circle No. 240.**

Pace Collection—Executive desk chairs in the Kiruna series have a pneumatic lift for seat height adjustment. Tilt mechanism has tension control and stop button. **Circle No. 248.**

Gregson Furniture Inds.—Medium-back Swivel Tilt Chair has a five-prong walnut wood shroud base. Open arms frame a plain seat and back. All standard walnut finishes are available. **Circle No. 228.**

Thonet—Three related arm and high-back chairs form the Archon collection for office use. Two sets are in wood; one is of injected-molded plastic. **Circle No. 253.**

Inwood Office Furniture—In oak or mahogany, the Lucera 2500 series consists of desks, credenzas, hutches, lateral files, and conference/occasional tables. All desks include two data-sized file drawers. **Circle No. 229.**

Herman Miller—Reception/information workstation, part of the Ethospace line, projects an attractive face with wood tiles and white marble transaction surfaces. In the background is an executive office, featuring Ethospace full-height walls. **Circle No. 245.**



Mueller



Brayton



American Seating



Shelby Williams



Condi



Hickory

Mueller—Hand-rubbed finishes distinguish the Varia casegoods line. Wood office system was designed in three edge details: classic (shown), urban, and modern. **Circle No. 227.**

Benedetti—A bold design with slim proportions, Terrace captures a hint of the deco design influence. Desk is shown with optional airbrushed graphics on the worksurface. **Circle No. 238.**

Condi—In the Entrepreneur executive desk series, the table/desk panel end has separate internal channels for electrical and communication wiring. The executive return selection accommodates most personal computers and visual display terminals. **Circle No. 202.**

American Seating—Worksurfaces for all organizational levels are provided by the modular Integrated Table Group. Shown is a shared-computer work cluster arrangement. **Circle No. 220.**

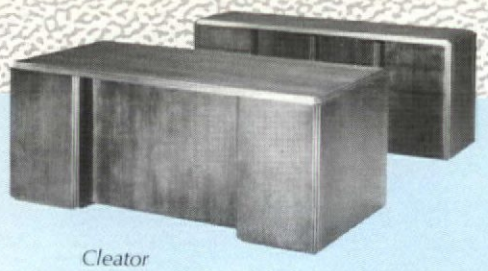


Benedetti

Shelby Williams Inds.—Curved ladderback of this chair is authentic Chippendale. Frame is hand-carved hardwood; shaped seat has foam padding over rubberized webbing. **Circle No. 239.**

Brayton Int'l.—Designed for executive and clerical applications is the Connoisseur casegoods collection. Richly grained braywood ash veneer is available in several wood finishes. **Circle No. 222.**

Hickory Business Furniture—Grace and simplicity are combined in Asner series of side, conference, and swivel/tilt chairs. Chairs feature a hand-carved crest rail and scrolled arm. Open- and closed-arm versions are available in cherrywood. **Circle No. 217.**



Cleator

BANK FURNISHINGS

Files combine strength, esthetics

Cleator—Designed by Arthur Porras, ASID, Reflection series features a transitional design that enhances any office environment. Available in a variety of finishes. **Circle No. 231.**

Meridian—Metal lateral file cabinets can accommodate electronic and conventional filing in a single system. Modules can be stacked one on top of the other, with reversible drawer access, as high as space will allow.
Circle No. 252.

Atelier Int'l. Lighting—The Onda ceiling lamp now comes in an incandescent model. Lamp's light emanates from a series of concentric circular grooves in an opalescent cone-shaped plexiglass diffusor. The latter is set into its red, white, or black enameled steel housing.
Circle No. 241.

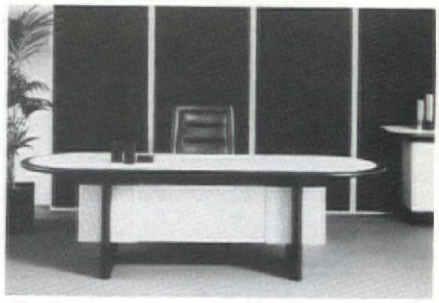
Danwood—Teller product line offers features such as sealed worksurfaces, security gates, form counters, and individual customization. The Transaction System is integrated with firm's desk and office system products.
Circle No. 206.

Jofco Inc.—Desk and credenza tops in optional burl walnut and leather accented with 24K gold enhance the status image of the Hampton 9500 collection. **Circle No. 251.**

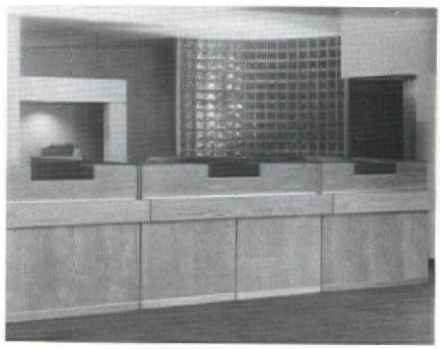
Buckstaff—Sycamore series of desks, tables, and comprehensive storage is made of sycamore with contrasting black lacquer. As an alternative to its natural color, the sycamore can be stained in a range of grays, browns and greens. **Circle No. 223.**



Meridian



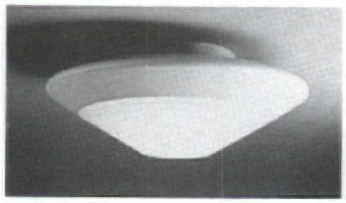
Buckstaff



Danwood



Jofco



Atelier

Helikon





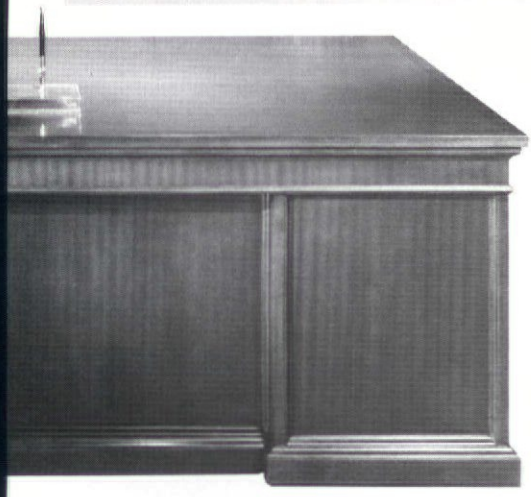
Cramer



Unifor



Alma





Haller

Loewenstein—Upholstered over fire-retardant foam on ultra flex webbing, the Jennifer semi-lounge chair is small-scaled. Chair comes with casters, or as a love seat or sofa. **Circle No. 224.**

Loewenstein



Helikon—In mahogany or walnut, the Kensington collection is derived from mid-18th century Chippendale styling. The tops are trimmed with an ebony, boxwood, or ebony inlaid band. Collection includes desks, credenzas, breakfronts, occasional and CRT tables, L-desks, and bookcases. **Circle No. 219.**

Alma Cos.—Executed in solid mahogany and book-matched veneer, the 5800 series is a blend of traditional and classical elements. Series includes desks, bookcases, credenzas, side chairs, lounge furniture, secretarial desks, executive swivel chairs, and occasional/conference tables. **Circle No. 226.**

Cramer—Priva is designed to provide tellers with ergonomic support. It features an Airlift pneumatic seat height adjustment, back height and angle adjustment, and an adjustable footring. **Circle No. 225.**

Unifor, Inc.—Structure of Z2 sofas and armchairs is molded plastic, while feet are made of wood. Cushions are filled with goose-down and dacron. **Circle No. 246.**

Haller Systems—Training desks are user-oriented. Furnishing system provides custom-tailored desks which integrate all technical equipment. **Circle No. 285.**



Baker



Matel



Krueger



Grahl



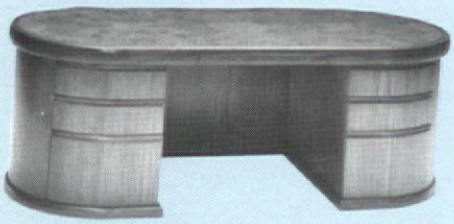
Brueton



Gunlocke

BANK FURNISHINGS

Casegoods show hand-rubbed finishes



Artec

Grahl—Custom engraving is available at no extra charge on specified seating models in leather upholstery. Gold or blind lettering of initials or an entire name may be selected. **Circle No. 204.**

Baker—Recessed front of this executive desk shows elegance of the Serif design. Desk is shown with optional white ash burl top in bleached finish. **Circle No. 209.**

Artec—Crafted from African mahogany veneers and Honduras mahogany solids, units in the Planus group are offered with tops of Carpathian elm burl veneer or top-grain leather. Group consists of double pedestal desks, credenzas, and conference tables. **Circle No. 221.**

Krueger Int'l.—Individual units can be joined together to form various configurations in the Colorado seating system. Seat and back are fully upholstered, joined by a plastic profile. **Circle No. 247.**

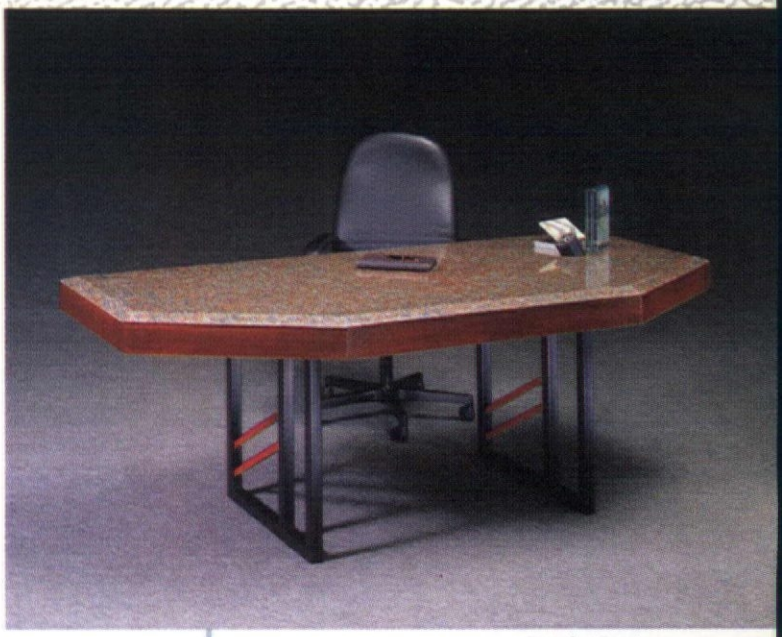
Brueton—Straightforward in design, the Liberty chair consists of a hardwood frame covered with polyurethane foam and resin-treated polyester fiber. Closed, upholstered arms curve upwards to form the back. **Circle No. 216.**

Gunlocke—Elliptical in design, the Newport side chair is constructed of steambent solid cherry, oak, or walnut. Sculpted seat and back assure seating comfort. **Circle No. 235.**

Matel Mfg.—Series 9000 features five standard designs of freestanding checkstands available in laminate, polished stainless steel or polished bronze. All designs can be custom-executed as to size, surface material, and finish. **Circle No. 207.**



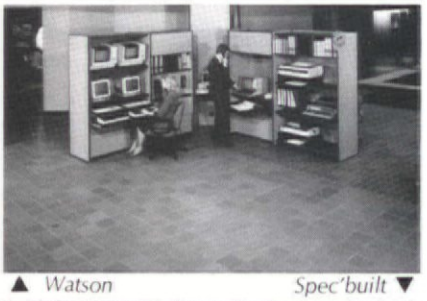
Haworth



Cumberland



Patrician



▲ Watson



Spec'built ▼



IZCO Seating



Collins & Aikman

Watson Furniture Systems—Multi-printers, VDTs, and keyboards are all on pull-out shelves in the Data Monitoring Center. Centrally located accessory insert panels provide a mounting surface for phones, speakers, and outlets. **Circle No. 211.**

Cumberland—A wide range of woods and finishes are available in the Geneva bevel-detailed executive desk and credenza series. Beveled tops come in a choice of 14 marbles. Base of the table desk is black and red steel or polished chrome. **Circle No. 233.**

Patrician—Button-tufted wing-back styling on the Hartford series is comfortable as well as elegant. A five-blade steel base is covered by a wood cap. **Circle No. 205.**

Spec'built—Office products from this firm were used in E.F. Hutton's New World headquarters building in New York. Project consisted of 284 private offices and about 600 traders' stations. **Circle No. 214.**

IZCO Seating—Twelve different chairs can be created with options offered for the 400 Ergonomic series. Series of office chairs is built around two basic designs. **Circle No. 230.**

Haworth—The Cygnia wood furniture system is fully compatible with the firm's UniGroup open plan office system. This gives bankers an extensive integrated furniture line offering. **Circle No. 218.**

Collins & Aikman—Cut pile construction of Iridescence is made up of six colors that create a texture much like pointallist paintings. Made of Antron III nylon, Iridescence carpet is yarn-dyed and available in 12 colorations. **Circle No. 215.**

BANK FURNISHINGS

Clean lines give chairs tailored look

Elite/Biltrite—There are no sharp edges in the Encore series of wood casegoods. All edges, tops, and end-panels have soft, radiused corners. **Circle No. 210.**

Allied Fibers—Deep teal Trianon carpet of Anso IV nylon covers an angular stairway at the Resource Bank & Trust in Minneapolis. **Circle No. 249.**

Stow & Davis—Made of welded steel, structural panel frame of Elective Elements electronic support furniture is a separate component in itself. Panel surfaces, in a wide range of surface treatments, can be hung on the frame. **Circle No. 243.**

Kimball—The 900 series Executive U unit consists of a desk, credenza, flush-height worksurface, and modesty panel with U return. Options include a hand-tooled leather top and decorative molding. **Circle No. 203.**

TAB Products Co.—Office Environments Panel System features wood trim, fire-retardant fabric surfaces, a range of heights and widths, and host of hanging components and pedestals. **Circle No. 236.**

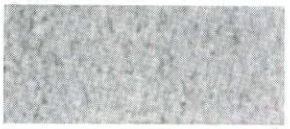
Lunstead—Transitional detailing accompanies hand craftsmanship in the Signature series of desks, credenzas, and credenza superstructures. Each item goes through several separate finishing steps. **Circle No. 213.**

Patcraft—Sachet carpeting is shown in the executive suite of the Trust Company Bank headquarters in Atlanta. Treated with Dupont Teflon for soil retardation and static control, carpet is available in custom colors. **Circle No. 286.**

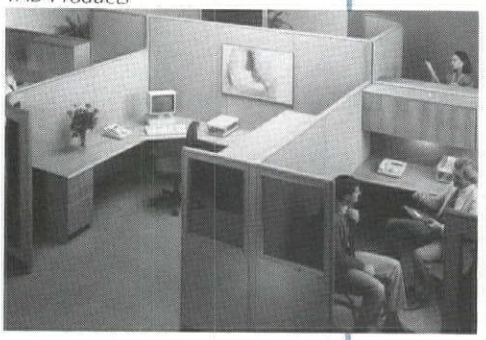


Elite/Biltrite

Patcraft



TAB Products



Kimball



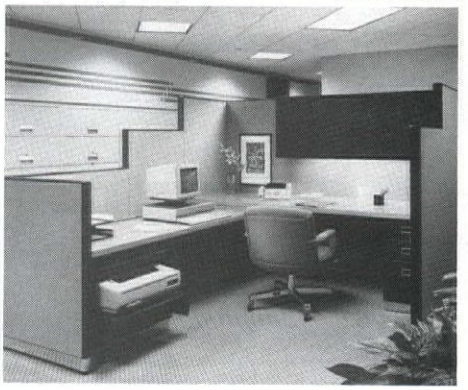
Lunstead

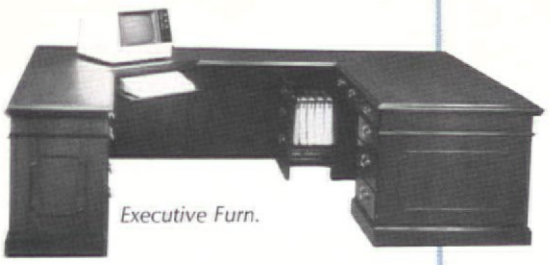


Allied Fibers

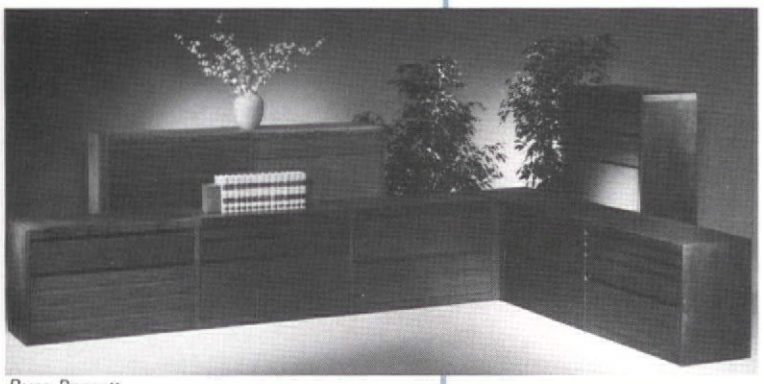


Stow & Davis





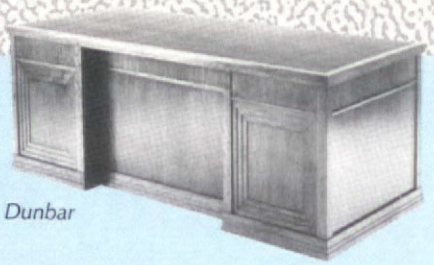
Executive Furn.



Russ Bassett

Vecta Contract

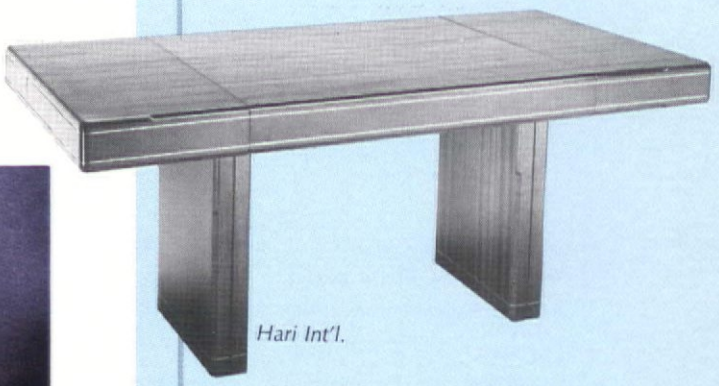




Dunbar

Hari Int'l.—Hari Matsuda has designed a line of furniture for executives who use offices for both confidential work and unscheduled meetings with staff. A flip of the lid conceals or reveals a confidential worksurface. **Circle No. 234.**

Dunbar—Desk and credenza were designed by Enloe & Summers, an interior architecture and design firm specializing in banks and law firms. Furniture crafted by the Biedermier cabinet-maker in and around Vienna in the first half of the 19th century inspired the series. **Circle No. 237.**



Hari Int'l.

Russ Bassett—Available as starter/adder systems for custom installations or free-standing units, The Windsor Collection of lateral files combines the strength of a welded steel inner framework and drawers with select hardwood exterior cabinets. **Circle No. 200.**

Vecta Contract—Profile of the upholstered Winsor White chair is fashioned of multiple layers of cherry, oak or maple, laminated and pressed into a modified oval shape. **Circle No. 212.**

Executive Furniture—U-shaped module for executive or secretary is an ergonomic workstation. Work area includes wire management, pull-out computer keyboard drawer, and space-saving pedestal which transforms dead space into a hanging EDP and data filing area. **Circle No. 287.**

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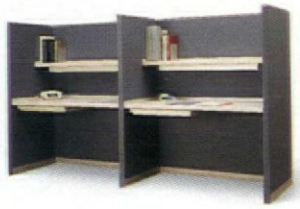
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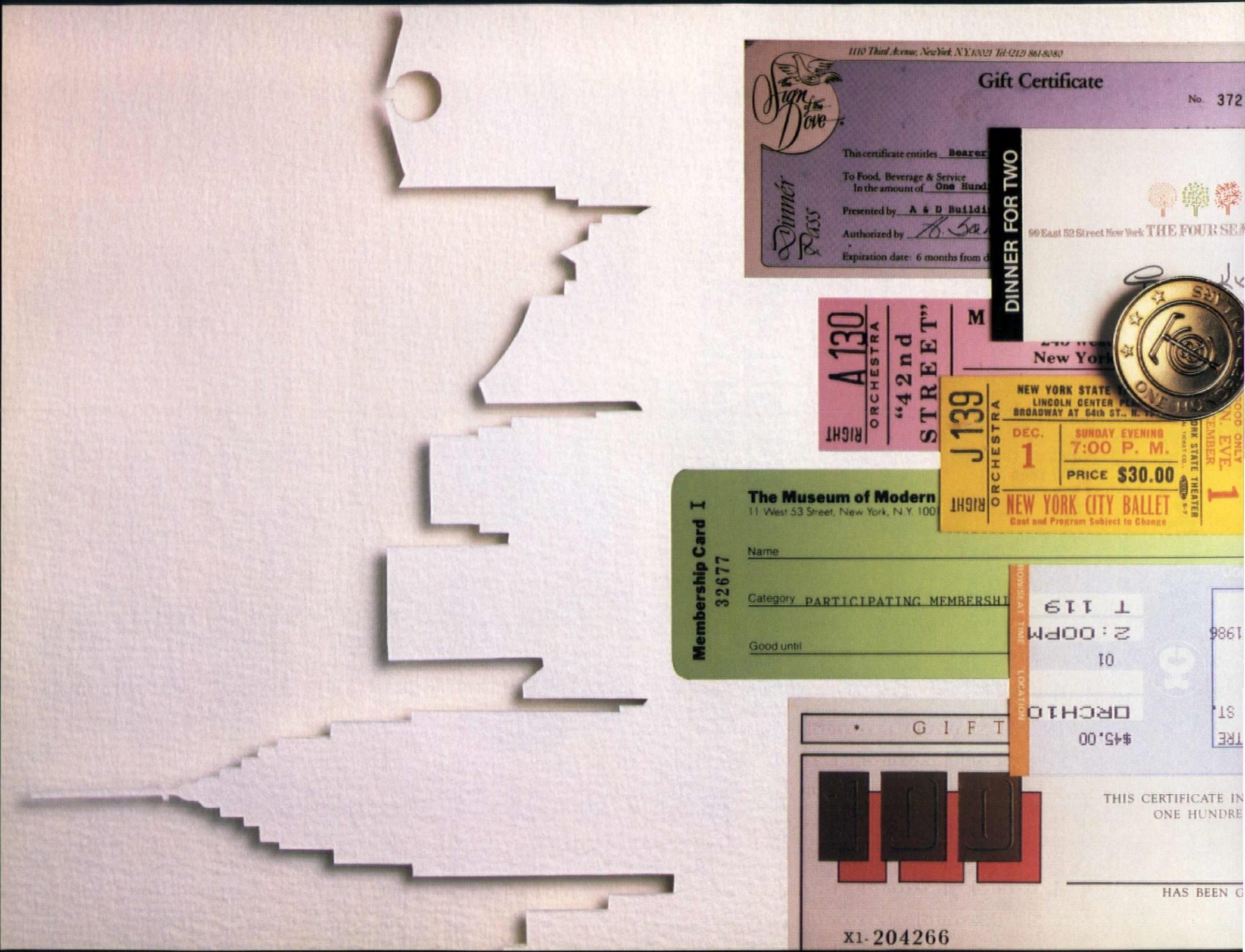
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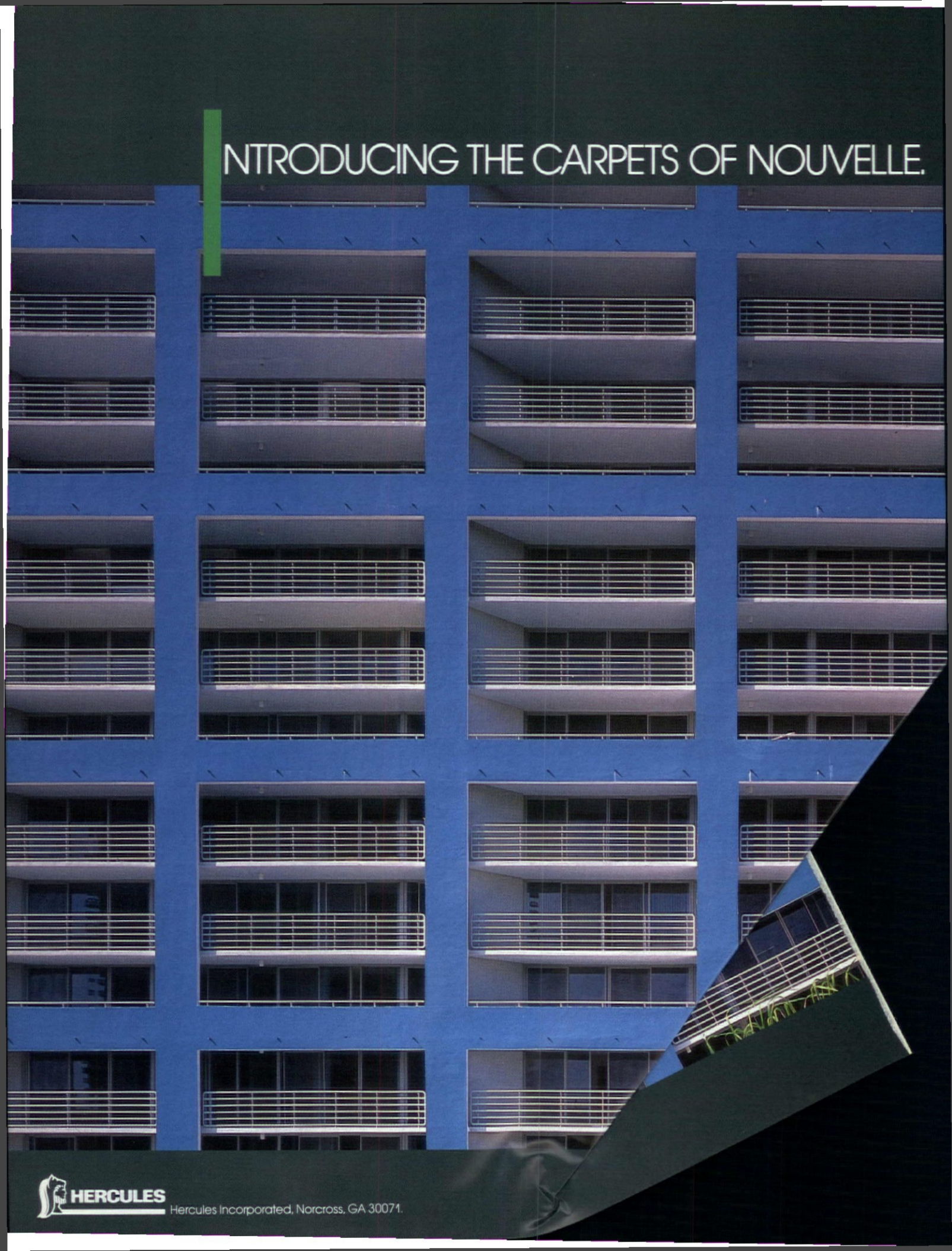
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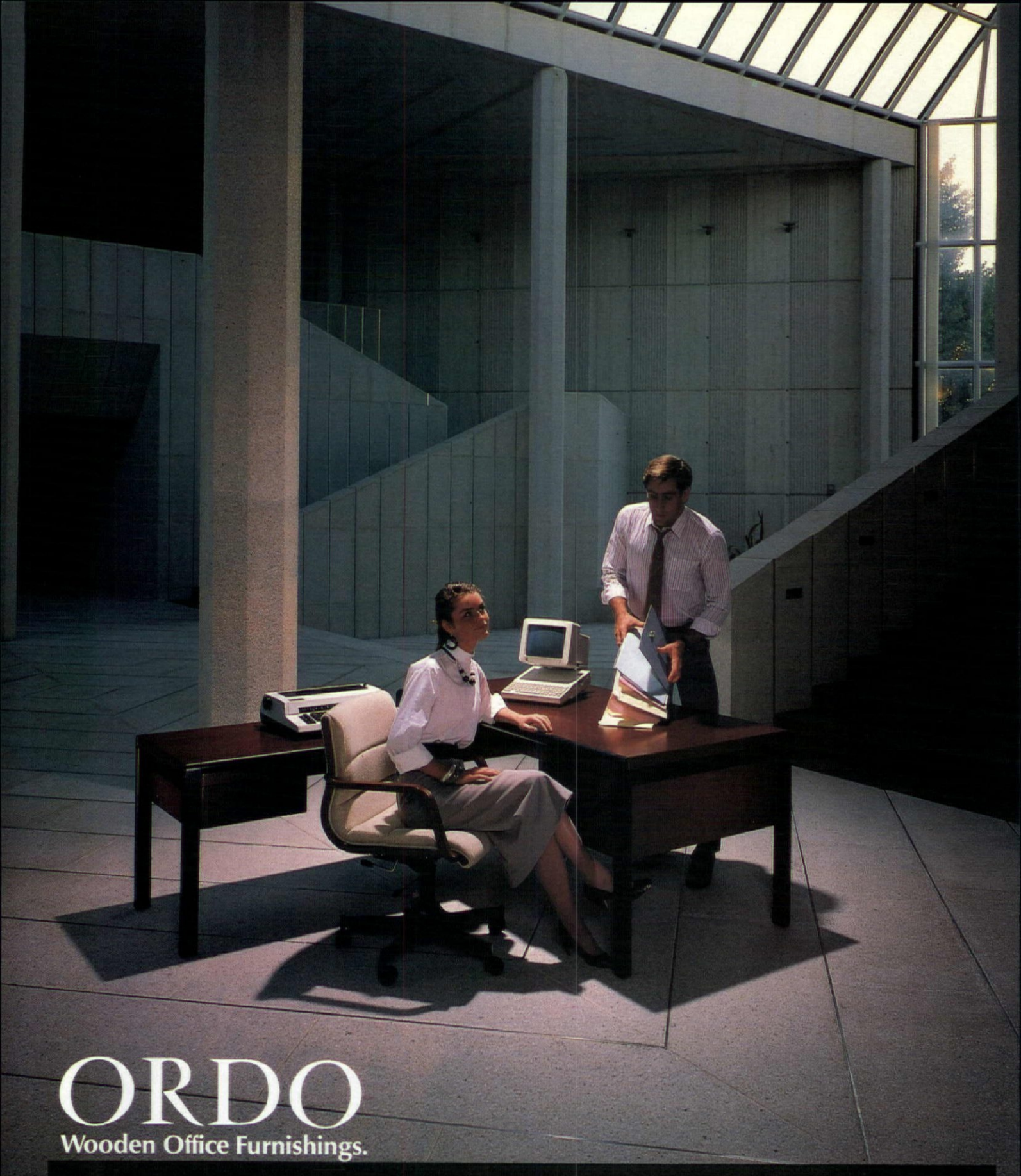


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Sirmos

CENTER TABLE BASE FEATURES LIMESTONE TOP

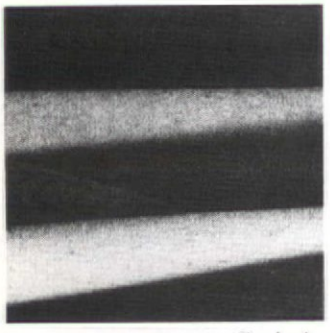
Italian center table base from **Sirmos, Inc.** measures 31-in. high, 20-in wide, and 20-in. in diameter. Product has limestone top. **Circle No. 280.**



EMR

WALL SCONCE IS OFFERED IN BRASS OR CHROME BOWLS

Wall sconce from **EMR Lighting** combines brass or chrome bowls with lucite panels which reflect light. Sconces are available with incandescent, PL, or halogen bulbs. **Circle No. 273.**



Gunlocke

CARPET COMBINES WOOL WITH LYCRA FABRIC

The Confetti collection from **Gunlocke** combines wool with the stretchability of Lycra to provide tailoring capabilities for curvilinear seating designs. Line is available in 10 colorways and in 54-in. widths. Speckles dispersed throughout the weave create confetti-like look. **Circle No. 272.**

WOOD CHAIRS COME IN THREE VERSIONS

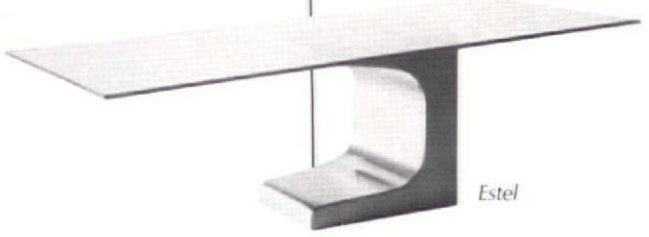
Michelle is one of the chairs from the Classic Designs in Wood seating collection from **Brayton International.** This style comes in three versions—spindle back, open back, and panel back. **Circle No. 271.**



Brayton

EXECUTIVE DESK IS CANTILEVERED

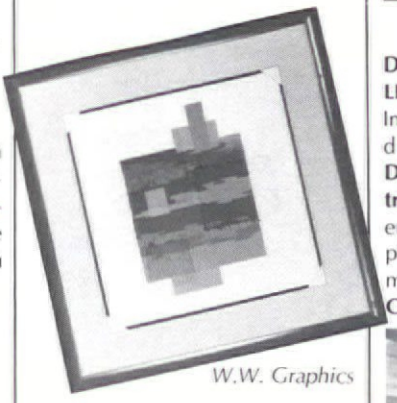
Cantilevered executive desk from **Estel Inc.** is designed by Oscar Niemeyer. Top is available in glass, rosewood, or black oak, and base comes in polished aluminum or gun metal. **Circle No. 294.**



Estel

SILK SCREEN SERIGRAPHS AVAILABLE IN LIMITED EDITION

Two new silk screen serigraphs by artist Robert L. Bowley are available through **W.W. Graphics.** Offered in a limited edition of 500, serigraph measures 24- by 24-in. and is offered in shades of jade green, mauve, and lilac with touches of gold. **Circle No. 276.**



W.W. Graphics

MOBILE FILE HAS EASY-SLIDING DRAWERS

Mobile File line from **Borroughs** is designed for paper-flow management. Steel ball-bearing suspension system allows drawers to slide easily, regardless of the amount of filed material. File has durable casters, front caster lockability, and locking tops. **Circle No. 278.**



Borroughs

VENEER MANUFACTURER NOW OFFERS COMMERCIAL SERVICES

Artistry in Veneers division of **Eagle Plywood & Door Manufacturers, Inc.** is offering its comprehensive services to the commercial market. Firm can take projects from the steps of veneer selection and matching, through design and project completion. Also, Eagle processes selected veneers into architectural wood panels and doors. **Circle No. 282.**



Davson

DURABLE PLASTIC ENCASES LETTER DISPLAY BOARDS

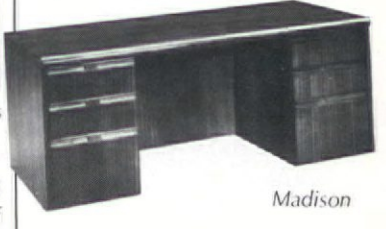
Inform series of changeable letter display boards is offered from **Davson,** a division of **Eldon Industries.** Sign's face is contoured and encased in durable smoke-gray plastic. Face can be easily removed when changing messages. **Circle No. 270.**



Inside Outfitters

SOLARIUM/SKYLIGHT SHADES ARE EASY TO INSTALL

SOS Manutrac shades from **Inside Outfitters, Inc.** are designed for solarium or skylight use. Manual shading system is economical and easy to install. Sunshades are supplied by Phifer Wire in 22 decorator colors. **Circle No. 281.**



Madison

TRANSITIONAL DESK FEATURES RECESSED PULLS

Transitional desk with recessed fingertip pulls is part of the 4200 series from **Madison Furniture Industries,** a division of **Shelby Williams.** Desk is available in a wide range of finishes. **Circle No. 277.**

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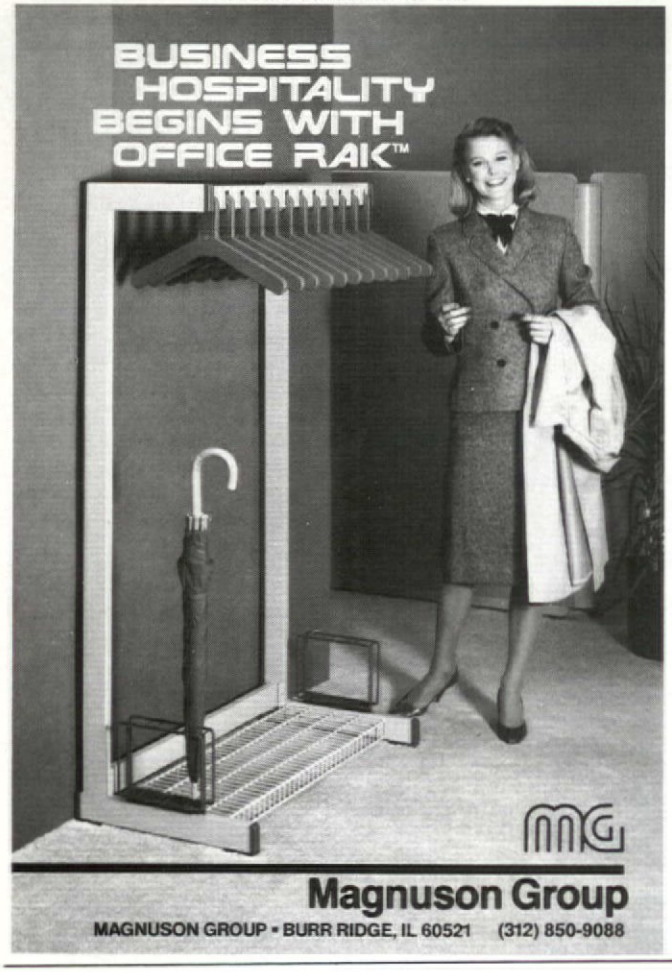
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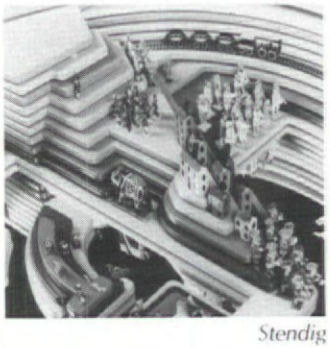
Dialog seating series has been licensed from Art Collection Contract Division of Dreipunkt/Germany by **Davis Furniture Ind. Inc.** Tubular steel frame chair is available in polished chrome, brass, bronze, or black with gunmetal gray finishes on the frame. Cushions are available with rib-cross stitching in fabric or leather.
Circle No. 279.



Davis

LOW, SQUARE TABLES DISPLAY FIGURE COLLECTION

New from **Stendig** is the Charles Moore table designed for displaying miniature figures. Low, square tables have glass tops over interior stepped terrain.
Circle No. 297.



Stendig

COMMERCIAL CUT PILE CARPET FEATURES HEATHER LOOK

Bigelow has introduced Designscape, a cut pile carpet with a subtle moresque effect. Product is constructed of DuPont Antron BCF Nylon and comes in 24 colorways.
Circle No. 307.



Amoco

NEW FIBER SYSTEM FEATURES HEAT SET YARN

Amoco Fabric and Fibers Company has introduced new MarquesaLana fiber system—Marquesa Lana/ST—developed for use in cut pile constructions. The yarn system is a 1450 denier, two-ply heat set yarn of bulked continuous Marquesa Lana fiber. Pictured is Monaco from Criterion Mills which utilizes the fiber.
Circle No. 284.

CLIP HINGE SAVES TIME IN INSTALLING DOORS

Julius Blum, Inc. has introduced a new "clip" hinge designed to help manufacturers reduce labor costs by reducing door installation to a matter of seconds. The hinges simply snap onto the mounting plates one after the other, without the need for fixing screws.
Circle No. 298.



Blum

CUSTOM DESIGNED TABLES OFFER RUST-PROOFING

Pompeii Casual Furniture of Miami offers custom contract metal designs for public areas, rooms, and other interior use. All tables are of aluminum tubing, steel-filled rust-proof construction.
Circle No. 275.



Pompeii



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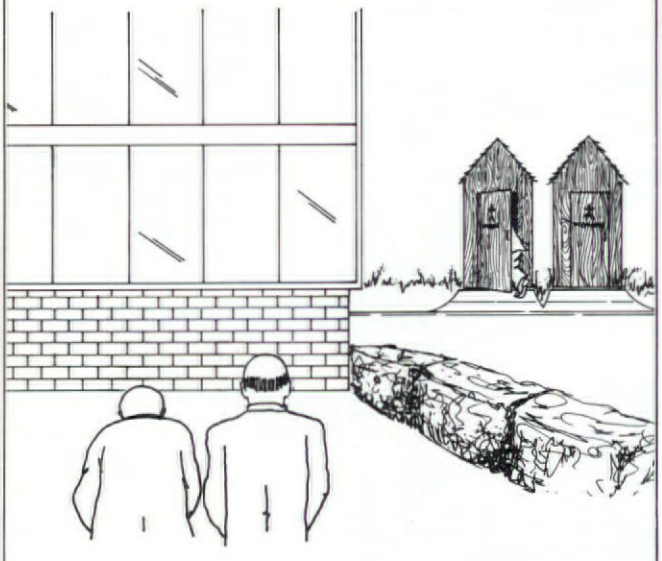
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PRODUCTS & SERVICES



Boling

OFFICE CHAIR FEATURES CONTEMPORARY STYLING

Contemporary-styled all-purpose chair from **The Boling Company** is available with straight legs or with swivel (shown). The frame is constructed from wood, and the seat and back are offered in a wide range of fabrics.
Circle No. 299.



Armstar

FLOOR TILES, WALL PANELS FEATURE MARBLE AGGREGATE

New from **ArmStar** is the Armstone line of marble aggregate floor tiles and wall panels. A selection of finishes, sizes, thicknesses, and natural colors is offered.
Circle No. 300.



VWR

FABRICS ARE SUITABLE FOR OFFICE OR HOSPITALITY USE

VWR offers three commercial fabrics—"Montego," "Saratoga," and "Biscayne" designed for hospitality and office seating.
Circle No. 308.

CARPET TILES COME IN 11 COLORS

Loboflor offers carpet tiles in 11 colors plus a heathered look. The tiles clean and wear like vinyl but give the appearance of carpet. Product has static-control feature, ideal for computer room use.
Circle No. 306.



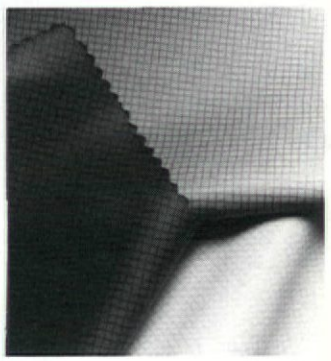
Loboflor

CARPET PRODUCT IS DESIGNED TO PROTECT AGAINST SOILING

"Teflon" Toughcoat from the performance products group of the **Du Pont Company** is a new carpet protection product, designed for use at the mill level. Product is intended to improve resistance to dry soil and offers increased oil and water repellency.
Circle No. 309.

FABRIC LINE OFFERS PERMAGLAZED PROTECTION

Woodson has introduced a line of "Grid" fabrics which are available in 57 colorways, ranging from vibrant to neutral. Fabrics are Permaglazed and Zepel protected. Also available are wallcoverings offered in many colorways.
Circle No. 274.



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PRODUCTS & SERVICES





Commonwealth

CONTRACT FURNITURE LINE INCLUDES LOUNGE SEATING

Commonwealth Contract Furnishings has introduced lounge seating and multiple seating lines. Pictured are sofa and loveseat from the Alleghany Group.
Circle No. 302.



Donn

METAL CEILING SYSTEM IN ALUMINUM OR STEEL

Paraline ceilings from **Donn Corporation** are available in two pan widths and a choice of more than 100 colors. Five different carrier systems enable the ceiling, which comes in aluminum or steel, to be installed in most exterior and interior applications. The Paraline system is fire rated for safety purposes.
Circle No. 303.

100 PERCENT FIBERGLASS WALLCOVERINGS CANNOT BURN

FibreWall woven 100 percent fiberglass wallcoverings by **Regal of Scandinavia** are nonflammable, abrasion resistant, and washable.
Circle No. 310.

HIGHLY POLISHED ALUMINUM CREATES GLEAMING FINISH

Jean Renoux Designs offers platinum-look finish dining room furniture. Highly polished aluminum alloy creates this brilliant look. The 54-piece line of dining room furniture and accessories includes tables, chairs, street lamps, light scones, serving trays, and ice bucket stands. Other finishes include 24-karat as well as custom colors. **Circle No. 304.**



Renoux

DESK ACCESSORIES ARE CONSTRUCTED FROM WOOD

The Finewood Collection of desk accessories from **Quality Lines** includes wooden desk sets and pen sets with bases constructed from rosewood, walnut, and oak. Also offered are solid oak rolltop boxes, card file boxes, brass desk lamps and bookends. **Circle No. 283.**



Quality Lines

SUSPENDED DRAWER UNITS ATTACH TO WORK SURFACES

Suspended drawer units have been added to **Storwal International Inc.'s** Select 4 Group of modular pedestals. Units, which easily attach to work surfaces, are available in two depths, 20- and 24-in., and in three drawer combinations. Four drawer front finish options are available—metal, oak veneer, plastic laminate and custom fronts.
Circle No. 305.

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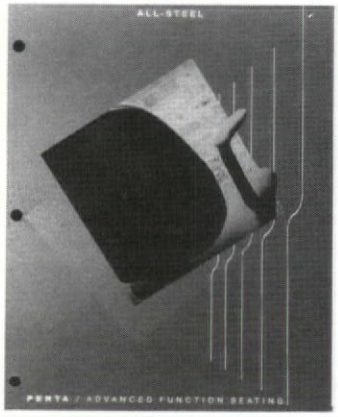
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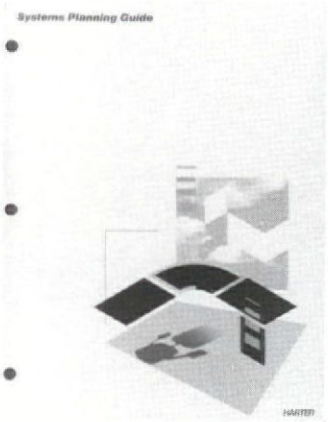
Allsteel's Advanced Function Penta Task Seating is illustrated and explained in a brochure offered by the firm. Swivel-tilt articulation and tension adjustment; adjustable, lockable backrest and seating angles; and free-float seat/back are among features outlined. **Circle No. 257.**

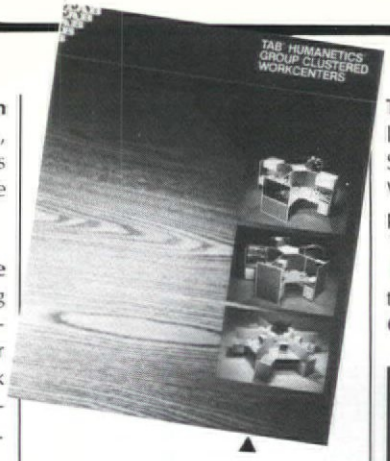


A-Look, the reflective design alternative from Mitsubishi Chemical Industries America Inc. is explained in the company's brochure. **Circle No. 262.**

Decorative inserts, a new addition to Woodfold-Marco's product line, are displayed in the company's brochure. Inserts come in three styles. **Circle No. 264.**

Harter Systems Planning Guide discusses office space planning and the task/team approach to integrated office design. The Harter Task Furniture System and Task Seating System is explained in detail. Diagrams illustrate the guide. **Circle No. 291.**

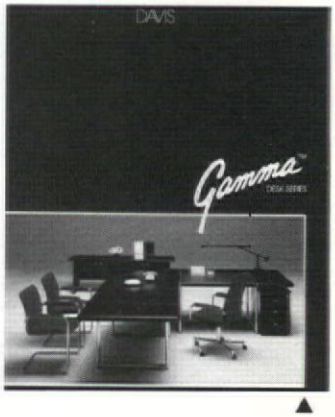




TAB's new full-color, 16-page brochure describes the company's Clustered Workstation with full end-panel. Brochure outlines each component of the system including extension, valet, VDT pass-through, and multi-purpose cabinet. **Circle No. 261.**

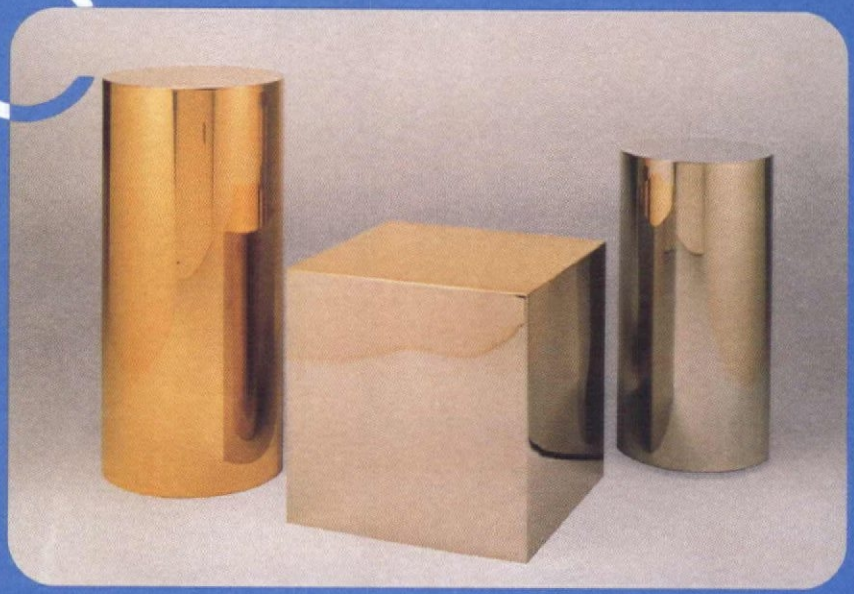
Hospitality Bibliography, a comprehensive and annotated reference guide to literature dealing with the financial and ownership aspects of the hotel and restaurant industries, is offered from Hospitality Valuation Services, Inc. **Circle No. 265.**

The Art of Martex is the latest collaboration of art director Jim Sebastian of Designframe, Bill Walter of Martex/West Point Pepperell, and photographer Bruce Wolf. In this catalog, Designframe looks at Martex Linens through a "painter's eye." **Circle No. 293.**



Davis Furniture Industries Inc. offers full product literature describing Beta and Gamma desk series, Seda Series of chairs, and Flair Lounge Series. **Circle No. 266.**

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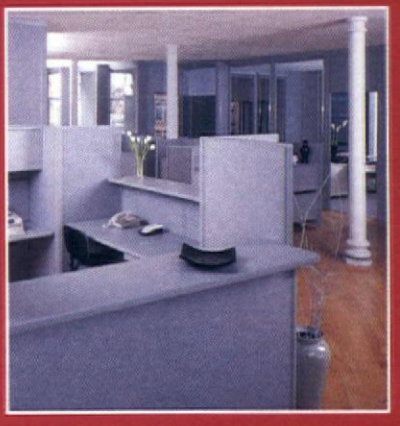
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Trendway Private and Open Offices. Forget How Practical They Are.



Forget that Trendway's "T" Series partitions are movable, that they can create a fully private office virtually anywhere, or that Trendway's SMS open plan system offers a wide range of solutions for every individual and function. And forget about the fact that both systems integrate fully, with no adaptive hardware, and both are available in the same wide range of fabrics, finishes and textures. Forget all that.



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Then remember that Trendway makes that kind of office possible — aesthetically pleasing, very functional, remarkably practical. Trendway. For complete information write: Trendway Corporation, P.O. Box 1110, Holland, Michigan 49423.

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November 13-14, 1986
New York Marriott Marquis
New York, NY

Take a look at just some of the highlights of our '86 conference program...

About the only thing that hasn't changed is the name. So even if you've been to CADFMC—or any other similar conference—within the last seven years, you'll want to join us again this November. And, if you haven't ever attended our event, this is the year to sign up! Our new conference chairman Herb Newmark has put together some of the industry's hardest hitters to deliver "the goods" to you.

In a dynamic, two-pronged approach, the top corporate people on the cutting edge of this industry will first, sound off on what you as users need to make CAFM work for you—now and in the future. Next, they'll help you become an expert . . . teach you precisely what you need to know to select the right system for your needs.

In addition to the seminars, you'll also want to take advantage of our demonstration area. **Exhibits will be open from 5:00-7:00 p.m., Thursday, November 13th, and from 10:30 a.m.-1:30 p.m. on Friday, November 14th.**

Here are just some of the exhibitors you'll meet this November 13-14th:

Aranjo Systems
Autodesk Inc.
Computer-Aided Design Group
Hellmuth, Obata & Kassabaum
McDonnell-Douglas ISG
MiCAD Systems
Monitor Facilities Mgmt. Co.
NPS Automation Service
Planimetron
Prime Computer Inc.
Washington Computer Service

CONFERENCE OUTLINE

Thursday, November 13th
8:45-10:15 a.m.

100 A,B,C METHODOLOGIES FOR FACILITY MANAGEMENT OPERATIONS

A. Master Planning

B. Action Plans for Real-Time Facility Management

C. Control of the FM Process

Speakers: Kreon Cyros, Dir., Office of Facility Mgmt. Systems, M.I.T., Cambridge, MA; Anthony Zulkeski, Sec./Mgr. Facility Mgmt. & Design, The Hartford Ins. Group, Hartford, CT; Bruce Jahnsen, V.P. Facilities, Nabisco Brands, East Hanover, NJ. Moderator: Stephen Binder, V.P., Dir. of Project Mgmt., Citibank, NA, New York, NY.

10:30 a.m.-12:00 noon

200 A,B,C HOW TO HANDLE THE FACILITY MANAGEMENT RESPONSIBILITY

A. Dollars—Managing the Bottom Line

B. Space—How to Know What You Have and Use It

C. Real Estate Management—Thinking Like an Owner

Speakers: Robert L. Puckett, Sr. Mgr. of Properties, Federal Express Corp., Memphis, TN; Wayne Redeker, Dir. of Real Estate, Amoco Corp., Chicago, IL; and Joyce Saunders, Mgr., Space Planning & Design, Bldg. Mgmt./Construction, John Hancock Mutual Life Ins. Co., Boston, MA. Moderator: Franklin D. Becker, Assoc. Prof., Dept. of Design and Environmental Analysis, Cornell University, Ithaca, NY.

1:15-2:25 p.m.

401 DO YOU NEED A CAFM SYSTEM—HOW TO DECIDE

Speaker: Dan Raker, Pres., Design & Systems Research, Inc., Cambridge, MA.

601 MAKING COMPUTER SYSTEMS WORK TOGETHER

Speaker: Jeffrey Harkness, V.P., Software Development, The Ryan Group, Red Bank, NJ.

701 PROJECT MANAGEMENT AND THE COMPUTER

Speakers: Bruce Jahnsen, V.P., Facilities; and Paul Jenkins, Staff Consultant, Facilities; both with Nabisco Brands, East Hanover, NJ.

901 HOW CAFM SYSTEMS AFFECT FACILITIES MANAGEMENT

Circle 104 on reader service card

Implementation and Evaluation

FM Systems—A Case Study

Speakers: Franklin D. Becker, Assoc. Prof., Dept. of Design and Environmental Analysis, Cornell University, Ithaca, NY; and Stephen Binder, V.P., Dir. of Project Mgmt., Citibank, NA, New York, NY.

2:40-3:50 p.m.

402 CONSIDERING A CAFM SYSTEM—SOME BASIC DECISIONS

Speaker: Robert Parfet, Pres., Planimetron, Inc., Pelham, NY.

503 USING DESIGNER-CREATED DATA BASES

Speaker: Anthony Mirante, Dir., Computer Svcs., Gensler & Assoc., San Francisco, CA.

602 CADD AS A CAFM INFORMATION TOOL

Speakers: Stanleigh Morris, Exec. V.P.; and William H. Work, V.P., Computer Services; both with MiCAD Systems, Inc., New York,

902 METHOD IN FACILITY MADNESS

Speaker: Michaelene M. Doyle, Mgr., Office Develop. & Eng., Atlantic Richfield Co., Los Angeles, CA.

3:55-5:00 p.m.

403 APPROPRIATE CAFM PACKAGE

Speaker: Perry Stevens, Pres., CAD-AID Consultants, Ltd., Scarborough, Ontario, Canada.

501 THE EVOLVING ROLE OF CAFM

Speakers: Jeffrey M. Hamer, Pres., The Computer-Aided Design Group, Marina del Rey, CA; and Peter Kimmel, Realty Specialist, General Services Administration, Bethesda, MD.

702 USING COMPUTERS TO OPERATE BUILDINGS

Speaker: Grant Farquahar, V.P., Adv., Keith-Stevens Inc., Eden Prairie, MN.

Friday, November 14
8:45-10:30 a.m.

300 A,B,C, COMPUTERS: WHAT THEY MEAN TO FM AND DESIGN—TODAY AND TOMORROW

A. CADD—Current State of the Art/View of the Future

B. CAFM—Current State of the Art/View of the Future

C. Delivering CADD/CAFM Services to Organizations—The Architect's/Designer's Role

Speakers: Kreon Cyros, Dir., Office of Facility Mgmt. Systems, M.I.T., Cambridge,

MA; Bradley Meade, Dir. of Computer Oper., Swanke, Hayden, Connell Architects, New York, NY; and Dan Raker, Pres., Design & Systems Research, Inc., Cambridge, MA.

1:30-2:45 p.m.

502 USING CADD TO DEVELOP FACILITY RESOURCE STRATEGIES
Speakers: Karl Gruen, Mgr., Site & Oper. Plng., Gnl. Svcs., Union Carbide Corp., Danbury, CT; and Stuart Pertz, Ptnr., Haines Lundberg Waehler, New York, NY.

603 DATA BASES: THE BACKBONE OF CAFM SYSTEMS
Speaker: Perry Stevens, Pres., CAD-AID Consultants Ltd., Scarborough, Ontario

703 INTEGRATING INFORMATION TECHNOLOGY WITHIN BUILDINGS

Speaker: Michael Bell, Pres., Harbinger Group, Inc., Norwalk, CT.

801 CADD PRODUCTS AND SERVICES: A BUYERS' GUIDE

Speaker: Dan Raker, Pres., Design & Systems Research, Inc., Cambridge, MA.

3:00-4:15 p.m.

404 CONTRACTING FOR COMPUTER SERVICES

Speaker: Richard Raysman, Esq., Brown, Raysman, & Milstein, New York, NY.

604 INTEGRATING COMPUTER SYSTEMS FOR FACILITY MANAGEMENT

Speaker: Kraig Scheyer, Oper. & Support Group, TRW Electronics & Defense, Redondo Beach, CA.

704 HOW TO MAKE EXISTING FACILITIES DO MORE

Speakers: Gary Silver, Sr. Prin., Hellmuth, Obata & Kassabaum, New York, NY; Edward Toran, Mgr. Space Admin., Company Prop. & Svcs., Metropolitan Life, New York, NY.

802 CAFM PRODUCTS AND SERVICES: A BUYERS' GUIDE

Speaker: Robert Parfet, Pres., Planimetron, Inc., Pelham, NY.

Match our program to your needs . . .

Several learning "tracks" explore all aspects of this subject. . .See what's available, when, then plan the agenda that meets your specific needs! (For details on all seminars, see the hour-by-hour schedule.)

SUBJECT "TRACK"	Session No. Day/Time	Session No. Day/Time	Session No. Day/Time	Session No. Day/Time
Setting the FM Agenda 100/200/300 Series	100 (A,B,C) Methodologies of FM Operations TH/8:45-10:15	200 (A,B,C) How to Handle the FM Responsibility TH/10:30-Noon	300 (A,B,C) Computers: What they Mean to FM & Design FR/8:45-10:30	—
Selecting a CAFM System—Step-by-Step 400 Series	401 Do You Need a CAFM System? TH/1:15-2:25	402 Considering a CAFM System—Basic Decisions TH/2:40-3:50	403 Selecting an Appropriate CAFM Package TH/3:55-5:00	404 Contracting for Computer Systems FR/3:00-4:15
Effective Use of CAFM Technology 500 Series	503 Using Designer-Created Bases TH/2:40-3:50	501 The Evolving Role of CAFM TH/3:55-5:00	502 Using CADD to Develop Facility Resource Strategies FR/1:30-2:45	—
Understanding Technologies for CADD/CAFM 600 Series	601 Making Computer Systems Work Together TH/1:15-2:45	602 CADD as a CAFM Information Tool TH/2:40-3:50	603 Data Bases—Backbone of CAFM Systems FR/1:30-2:45	604 Integrating Computer Systems for FM FR/3:00-4:15
Managing FM Operations by Computer 700 Series	701 Project Mgmt. & the Computer TH/1:15-2:25	702 Using Computers to Operate Bldgs. TH/3:55-5:00	703 Integrating Info. Technology within Bldgs. FR/1:30-2:45	704 How to Make Existing Facilities Do More FR/3:00-4:15
Market Surveys 800 Series	801 CADD Products & Svcs. FR/1:30-2:45	802 CAFM Products & Svcs. FR/3:00-4:15	—	—
Impact of Computers on FM 900 Series	901 How CAFM Systems Affect FM TH/1:15-2:25	902 Method in Facility Madness TH/2:40-3:50	—	—

Our 1986 Agenda Gives You The Background You Need To Make All The Right CAFM Decisions For Your Organization . . . See For Yourself . . . Join Us!

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Tuition: $495 for the first person from a company, $450 for each additional person from the same company. Tuition includes admission to two-day Conference (seminars and exhibits), Conference take-home materials, refreshment breaks and cocktail reception. Checks or money orders are payable to Gralla Conferences.

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